PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

Vol. XLII. NEW YORK, MARCH 18, 1903.

No. 11.

S BRIGGS

A Newspaper Man's Testament.

 Γ is the same size as a testament, has the appearance of a testament, and yet is not a testament. It is George P. Rowell & Co.'s compilation of the leading newspapers of the country. This little work, gotten out by the men who, after a quarter of a century, have succeeded in producing the one genuine, honest, unbiased newspaper directory-this little book, we repeat, is worthy of a prominent place on the library table of every publisher and every advertiser in America. Comprising, as it does, seven sections, it is as near perfect as it is possible for human ingenuity and determination to arrive. It gives not only a list of the papers of the largest circulation in America, but also the leading newspapers of each State, the Sunday papers of largest circulation, a resume of the religious press and of the agricultural papers, and lists of the foreign newspapers, and class and trade papers published in this coun-The information with reference to every one of these papers is as near correct as it is possible to get it. It embodies in concise, succinct form, what every advertiser wants to know, viz., What are the leading newspapers of any State, and of all Such information has never been compiled before, to our knowledge, and, if compiled, has never had about it the air of sincerity and the ring of truthfulness that permeates this The average newspaper directory says to the publisher, "You rub my back and I'll tickle your ribs." Apparently, no publisher in this country is big enough or influential enough to secure a rating in this book to which he is not entitled, and it shows that some of the biggest and best are strangely silent The book is beautifully printed and bound, upon that topic. is accurate so far as our knowledge of the newspaper business goes, and is invaluable in whole or in part to the general adver-The genuine simon-pure, square-dealing, straightforward, successful publishers of this country owe George P. Rowell & Co. a debt of gratitude for publishing this work.—The Man-chester (N. H.) News, February 25, 1903.

The price of the book above referred to is One Dollar. Address the publishers, GEO. P. ROWELL & CO., NO. 10 SPRUCE STREET, NEW YORK.



City folks read city papers—country people, country papers. The local weekly is the best read publication issued—the country people the most consistent readers.

One sixth of all the country readers of the United States reached weekly through the 1,500 local weeklies of the ATLANTIC COAST LISTS.

One order, one electrotype does the business, Catalogue-booklet for the asking.
One inch, six months, \$1,200.

ATLANTIC COAST LISTS, 134 LEONARD ST., NEW YORK.

PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893. VOL. XLII. NEW YORK, MARCH 18, 1903. No. 11.

A "QUALITY" PROPOSI-

"Quality and fashion" is the axiom upon which a mail trade in high-class dress fabrics is being built by the American Mail Order Company, I Union Square, New York, and the success that has been achieved on this basis, helped by a moderate amount of publicity, is encouraging to the advertising man who likes to believe that

EXCLUSIVE FASHIONS AND HINTS BY MAIL

OUTSIDE of New York are well dressed women who wear fashionable clothes in advance of their neighbors. Sometimes they come to New York to get the styles and sometimes they get their hints from us. Every few weeks we send out to a selected list of names a description of the latest fashionable fabrics.

Just now, for instance, we are mailing, without charge to our correspondents, samples fresh from the looms, of the most beautiful, pure silk dress fabric on the

Peau de Crepe

If you will tell us where you saw this an-If you will fell us where you saw this an-nouncement we will mail you immediately a sample of the silk, and later we will send you other hints and samples, which will be absolutely authoritative and in advance of the usual store offerings, and which should be of the greatest interest to fashionable women.

AMERICAN MAIL ORDER COMPANY No. 1 Union Square, New York City

"quality" is a better argument than price in the long run. Within two months more than 18,000 replies were received to small ads in three publications, and on March I in-

and Buffalo may know that certain desirable fabrics are popular in the metropolis, but she cannot buy them in her own locality, and heretofore no effort has been made to supply her through the mails.

"Even so large a city as St. Louis is six months behind New York in dress goods, while other cities are a full year behind, and the small cities and towns never carry novelties," said Mr. Charles Frederic Higham, president and founder of the company. "This is due partly to the system of buying and partly to the very slight demand for such goods. Perhaps there are only a few women in a town who follow the fashions closely, and as silks and other expensive fabrics come in sixty-yard pieces it is not profitable for small stores to carry a stock of the various colors and shades. I have had some experience in advertising, and am also informed on dress goods, particularly silks. In December I put certain theories into practice, and this company was the result. The first fabric that I handled was Peau de Crepe, a beautiful silk fabric that we sell at one dollar the yard. It is made by the Norfolk Silk Com-pany, and had been advertised to some extent in trade journals. Fashion magazines such as Vogue, L'Art de la Mode, Elite Styles, Delineator, Designer and Le Costume Royal have described it as a matter of fashion news, printing plates that show it made up into waists and gowns. It has not been taken up generally by stores as yet, howquiries were coming in at the rate ever, and my plan was to advertise of five hundred a day. The con- it in women's publications and sell cern takes advantage of the fact it by mail. The plan itself has that novelties in dress fabrics worn been very successful, and proves in New York City seldom travel my theory that there is a demand through regular trade channels in for such a service. A most interless than three months. The esting part of my experience has woman living in cities like Detroit been with household and fashion women who will buy fabrics from folder with a sample of Peau De me ten years hence, and the women Crepe, and accompany it with a who are looking for bargain count- booklet on 'Grandmother Silks,' a er goods could only be a source of fabric made by the Liberty Silk expense if they answered our ads. Company. The demand we have We began advertising in January, created for Peau de Crepe since using the Delineator, Designer, the first of the year has embarrass-Ladies' Home Journal, Toilet Re- ed the Norfolk Silk Company, and Harper's Bazaar, Housekeeping, Vogue, Elite Styles, L'Art de la Mode, Ladies' World rather a novel state of affairs. I and similar publications. Our list advertise Peau de Crepe at my was representative, and the ads own expense, and depend upon my were from three to five inches, ex- sales for a profit, as well as upon plaining our plan and asking read- the high quality of the goods to ers to send for a sample of Peau de establish permanent relations with Crepe. Only three of these publi- desirable customers. cations brought large returns. The Silk Company gets the benefit of others fell flat or brought useless this advertising absolutely free, replies. ure of the returns, however, was dealers have put Peau de Crepe inthe fact that the three magazines to stock I send them customers. which proved profitable—Ladies' For example, we received two hun-Home Journal, Delineator and dred inquiries from Seattle, Wash, Elite Styles—were so far above all the others combined. The men went to a local dealer. In the ad has been printed three times future this leak will be remedied,
—January, February and March for we shall handle more exclusive —and from these three publica-tions have come 18,000 inquir-now compiling a mailing list, and ies of the best class. Most of will send samples of each new the women write on monogram novelty that we handle. Thus a note paper, or from fashionable hotels and apartment houses, and built up, and it will be difficult for send their personal checks in order- local dealers to compete, as only a ing. Elite Styles at thirty cents a few women in each locality will be line, with a figure rating of 48,000 on our lists. 'Quality' advertising in the American Newspaper Direc- pays provided you can eliminate tory, has sent more replies in pro- the 'quantity' element. I don't be portion than the Ladies' Home lieve that one could serve both of Journal at \$6 a line with a million them in this line, for the 'quantity' circulation. Good Housekeeping ought to bring they saw it, would not be willing to as good returns, for they reach a desirable class of readers, but our ad was killed in position. We intend to try them again. Vogue also brought fine returns, and is an 'quantity' clientele that can be conexcellent medium so far as qual- verted, and this element we hope ity is concerned. Its circulation is to get by selling goods upon a comparatively small. The other mediums brought replies, but of the quantity sort-letters from women who wrote 'I seen ad in the So-and-So Magazine please send me samples and lowest prices.' Many letters of this sort came in merit when you present them to response to our ads in the Ladies' World. It is futile for us to seek copy, I hold to a plain presentasuch business. For a popularpriced proposition, however, I can simply as possible and trying to tell

journals. Ours is a 'quality' propreadily see how they would be in-osition from start to finish. I want valuable. We send a four-page Good they have stopped advertising the fabric in trade journals. This is The Norfolk The most amazing feat- while in some cases where local permanent, profitable trade will be Harper's Bazaar and folks would not know quality when pay our prices, and are fully supnlied with their own grades of fabrics by their local dealers. But there is a certain element in the guarantee to replace if found defective. Let one of this particular class of women wear a high-grade fabric and she readily sees the real economy of quality. There are very quick returns for articles of the proper class of women. For tion of my facts, telling them as (Continued on page 6.)

Association of American Advertisers, held on January 29 and 30, 1902, at Delmonico's, New York City, the following resolution was passed unanimously:

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For entan as tell It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

The 1903 edition—thirty-fifth year—totally revised to date of issue—will be ready in April. Price ten dollars.

Geo. P. Rowell & Co., Pubs.,
10 Spruce St., - - New York.

them all. That is an important we have had in two short months point—to answer every question I see fine prospects for building up that the reader will be likely to a profitable, permanent trade with ask. I do not favor pictures in quality arguments and along qualsmall ads. It seems to me that the ity lines." cost of space, drawing and plate are better invested in white space. SUCCESS OF AMERICAN ADVER-Then, our proposition does not lend itself to direct illustration. We should have to use a fanciful illustration for the sake of a picture, which is not wise. Our literature is not expensive, but we have it well printed, and get it up in tasteful form—good paper and plain pica old style. With each inquiry we send several fashion plates showing late New York modes. These are simple sketches that I make myself, reproduced in zinc etching. The point is to present an idea for a gown so that any dressmaker can follow it. Our booklet, 'Grandmother Silks,' tells something about the processes of weaving and dyeing really good silks, and explains why cheap silks are short-lived. It has been very effective, chiefly because it tells a story entertainingly and in a straightforward style. There has been an element of deceit in mail order advertising, and perhaps the larger proportion of such publicity is based upon cheap goods. But I find that the quality argument has a wide appeal when properly presented, and from the success that

JAS. H. COLLINS.

American manufacturers have in re-cent years closely studied foreign coun-tries to discover markets for their wares and when then have found conditions and when then have found conditions favorable they have, after securing the necessary protection of the trade-mark laws, promptly entered the new field, or essayed to educate an indifferent public to a new desire or necessity. Advertising has been the key which, in either case, has unlocked the door of prejudice or indifference; and the publicity attached to this process has not only secured the coveted market for the are secured the coveted market for the article advertised, but has also helped to create a market for other American

goods. "Thus," said a well-known advertising expert, "every article of merit which America sends to foreign markets and properly and systematically adver-tises makes it easier for each succeed-ing effort. If people eat our cereals and find them superior, they can be in-duced more easily to try our soaps, shoes, watches, furniture and imple-ments, and just so long as we can con-tinue to send superior goods to that market, will our exporters to that market find public opinion and individual judgment more and more inclined to American products. In other words, American products. In other words, every American advertising success abroad stimulates a wider range of exports, and makes the way smoother and easier for every one concerned. The most potent force operating to extend our foreign trade is best expressed in the word—Advertising."—Farm Machinery.



"RUB IT IN-GOOD AND HARD," CARTOON IN N. Y. "HERALD," MARCH 7, 1903.

Have you a friend in Kansas City?

Ask him if he doesn't read

The Star

in the evening and

The Times

in the morning.

Combined circulation 200,000 a day.

The Kansas City Sunday STAR. Circulation 115,000.

The Kansas City Weekly STAR goes into over 210,000 farm houses every week.

QUAKER CITY POINTERS. near Broad, will soon be torn

By John H. Sinberg.

932 and 934 Market st., the entire "Sorosis." seven floors being filled with furniture. With the removal of Stern & Co.

stores, is now practically deserted, styles and modern workmanship: though there still remains the installment house of R. Levy, on Aubusson tapestries are a delight Second street near Market, who is to the eye. One, of the period of doing an extensive business, and who continues to increase from other, from the same makers, but year to year. He runs advertisements on Sunday only, and occupies space of from four to six had for \$1,200. Similar suites of hundred lines in the Record, the Itam which makes a peat sum and \$200 respectively. the Item, which makes a neat sum and \$300 respectively. for one day's advertising, but Mr. Levy tells me that he will soon increase his space, as advertising has made him. He started a few years ago in a little place on Second street, but through hard work and persistent advertising of a style that is his own, he has built up a business which requires two big stores, in addition to a large warehouse and stock room. Some day soon I shall try to get the story of his success for PRINTERS' INK. as I know it will contain interesting information. Mr. Levy tells me that he commenced reading the Little Schoolmaster when he was a salesman, and has kept it up ever

The old mint on Chestnut street,

down, and the high wooden fence recently erected around the build-The westward trend in Philadelphia is continuing, and among
the latest to move on Market
street, above Eighth, is the firm of
Stern & Co., one of the oldest furniture houses in the Quaker City.
Stern & Co. advertise extensively,
particularly on Sunday, and are
among the largest users of newspaper space for furniture advertising in Philadelphia. Their new
Alphonse and Gaston, bowing and inscraping to one another and inbuilding is much larger than the scraping to one another and, inone vacated and comprises Nos. cidentally, praising the famous

A unique Wanamaker attraction & Co. to Market street, it makes at the present time is the new furthat block so filled with household niture salon, on the third floor, stores as to warrant its being nam- which holds an artistic display of ed "Furniture Row," those includ-ed being Jackson M. Tallman, shape of an old Colonial mansion, Heilbron & Bro., Goldsmith & Co., and its spacious reception-room. the Penn Furniture Co. and Stern known as the furniture salon, is filled with beautiful examples of the cabinetmaker's art; some old, Second street, which used to be some modern; but for the most the great mecca for furniture part a happy combination of old stores, is now practically deserted, styles and modern workmanship.

ILLUSTRATED EXPRESSION.



BACK NUMBERS

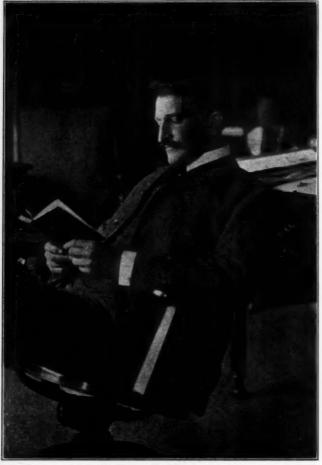
A Success

THE MAIL AND EXPRESS (New York) is one of the big successes of present-day journalism. Always an evening paper of the highest class, it has, since changing its price to One Cent, more than doubled its circulation, becoming thereby one of the strongest advertising mediums of the country. The Saturday edition, with Illustrated Magazine, retails at Five Cents. An unequaled six-day proposition. Send for Sample Copies and Rate Card. Uniform treatment to all advertisers.

A MAN OF TWO FALLACIES. Dugmore, the wild animal artist of

lacies. One is a strange, inexplic- and the photo that accompanies able dislike of having his portrait this article was the result. Mr.

Country Life in America, was com-Frank N. Doubleday has two fal- missioned to hunt Mr. Doubleday,



MR. FRANK N. DOUBLEDAY.

published. This is so ingrained in Doubleday's second fallacy is a his nature that he can never be induced to visit a photographer's studio. Therefore, when a portrait has a way of publishing books that was needed for general circulation appear among the "half-dozen best some time ago, Mr. A. Radcliffe sellers," and some of the most discount o (Continued on page 12.)

There are more

TRIBUNES

sold every day within the corporate limits of the City of Minneapolis than all the other local English daily publications combined

See report of the Association of American Advertisers

tinctive advertising in this field ap- news and creating book buyers.

Page & Co.

counted for the increase in book known men and women. more prosperous than ever before, force in book advertising.

pears over the name of Doubleday, Yet the large amount of space that dailies devote to book topics must "The fact that a man is success-ful in advertising books is no proof that he knows anything about book Tribune, for example, prints a book advertising," he said recently column every day. Each book has "Each book is its own individual its individual problem so far as advertising problem, and when you advertising is concerned. There is have made a success with one you a zest to book publicity that parhave hardly any definite principle takes of gambling. You can lose to put into words or guide you in a lot of money in a very short time advertising the next. The only in book exploitation. From the thing about which you can be ab- very first ad that you put out resolutely certain is that, if you have sults must be watched, and somea reasonably good novel or his- times the plan of campaign must be tory or nature book, there are peo- changed in a day. There is a facple who will buy it. The problem tor of the unknown about it. Someis to reach and tell them about it, times the oddest accidents help or and to do this with as little waste hinder sales. The chief object is of energy as possible. We use to set people talking about the book dailies to cover four great centers you are advertising ,and sometimes in the United States-New York this is accomplished by dailies. City, Philadelphia, Boston and Chi-magazines, circulars, reviews, copcago. Yes, there are other centers ies sent to clergymen and so forth. -certainly. But this is as far as During the past year we have sewe go with out newspaper adver- cured very good results through tising. Dailies are expensive, and circularizing. You must have good not all of them are good book me- goods-your book must be of a cerdiums. Some dailies approach the tain literary quality, and you must magazines for results, however, believe in it. I should never unand magazines are worth three dertake to advertise a book unless times as much as dailies. I dare I was certain that the public ought say the New York Sun pays better to read it. But between a good for book advertising than any book that is not advertised and other daily in the land. Why? one not so good that is widely ex-Well, its readers are alive, and dis- ploited the latter has the better tinctly a bookish lot. The circula- chances of success. Just now we tion of the Sun comes very near are pushing the sales of Frank being magazine circulation so far Norris's last novel, 'The Pit.' It as quality is concerned, and the has been our most successful book people who read the magazines so far this year. We spent \$2,500 are the best book buyers. There is in dailies before the day of publicano medium like the magazines, tion, and sales were so good that but this is a fast age, and book we had difficulty in printing enough advertising has become a matter copies. Furthermore, the sales of of news in the past ten years. Read-his previous novel. 'The Octopus,' ers will not wait a month to know were stimulated. The book-buying about your publications, so you public went back to read it. This must tell them in the dailies. And seldom happens, and we were aldaily newspapers are becoming most unprepared to supply the demore bookish. They print more mand. Ads appeared daily until reviews and literary gossip than publication, and then we reduced the magazines. Critics have ac- space, running opinions of well sales by saying that the country is monials seem to be a very potent or that the public schools have next book that we put out was educated a generation of readers, 'Journey's End,' a novel by Justus or that there is a tendency to buy Miles Forman, a writer who had and own one's own library, but published one unsuccessful novel. little credit has so far been given His first story was a very good the daily papers for spreading book one, and I saw no reason why his

work should not sell. In advertising 'Journey's End' we adopted a new device-a puzzle ad consisting of a single letter from the book's title, with the line 'To be contin-These letters were printed daily for two weeks, and soon attracted attention. We were criticised for wasting space in advertising that was obscure, but every-body noticed the letters at once, and when the full title was printed they were more likely to remember it than if we had used other me-thods. When you attract attention you must be making your point. Sales justified this novelty. But such a device cannot be repeated. When anyone asks me how to advertise a book, I want to know all about the book itself, and the methods that I use for a given novel will probably be different from those of other advertising men, and different from those that I would use for another book of the same character. Book advertising all depends upon your commodity. This commodity is not a staple, but an ever changing quantity, and methods must be changed continually."

THE CHICAGO

Record-Herald

gained in February, 1903, over February, 1902, Daily, 13,349. Sunday, 79,723.

Daily Average February, 1903,

161,888

Sunday Average February, 1903,

207,894

The only known morning and Sunday circulation in Chicago.

The Evening

Wisconsin

CIRCULATION REPORT:

December, 1902, average daily,

21,772

January, 1903, average daily,

22,070

Above is the sworn statement.

In TORONTO

THE

Evening Telegram

sells more papers within the city limits of Toronto than all the other English Dailies of that city combined.

It is the Popular "Want" Medium.

Everybody reads The Evening Telegram.

0 0

PERRY LUKENS, Jr.,

NEW YORK REPRESENTATIVE,

29 Tribune B'ld'q.

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others — PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for

entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINT-ERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, Care Editor PRINTERS' INK, 10 Spruce Street, New York.

THIRTEENTH WEEK.

In response to the competition announced in the opposite column seventy advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Mr. Robert Hossack, Jr., 62 Schermerhorn street, Brooklyn, N. Y., and it appeared in the March 1903 issue of the Ladies' Home Journal, Philadelphia, where it originally occupied a quarter page of space. A coupon, as provided in the conditions of the contest, was mailed to Mr. Hossack. Retailers everywhere are invited to send in the advertisements which they use in their



local papers and the publishers of local papers are invited to send in the names of local advertisers, who they believe would be interested in reading PRINTERS' INK. Sample copies will be mailed to such names, free. Among the many ads received every week are a goodly number of bank advertisements, which would tend to show, first, that banks have seriously taken to advertising and are preparing good copy, and next that people are reading such ads. Any retailer who spends as much as a hundred dollars a year for advertising space should read PRINTERS' INK.

IN THE BEST HOMES OF CLEVELAND

THE CIRCULATION OF

THE PLAIN DEALER

Is 50 Per Cent Greater Than That of Any Other Newspaper

A FEW FACTS

SHOWING
The Supremacy of the

Cleveland Plain Dealer

ALL books and records of The Plain Dealer are at all times open for investigation to prove these statements:

In February, 1903, The Sunday Plain Dealer published 72 per cent more paid advertising than its next nearest Sunday competitor, and 123-4 per cent more than both other Sunday papers combined.

The circulation of The Sunday Plain Dealer is double that of any other Cleveland Sunday paper, and 50 per cent greater than that of both other Cleveland Sunday papers combined.

During 1902 The Plain Dealer published 25 per cent More Classified Advertising than the next nearest competitor, 69 per cent more than its second nearest, and 152 per cent more than the other Cleveland paper. These are just some of the proofs of The Plain Dealer's Supremacy.

Average circulation for last six months of 1902:

64,075

54,607

"Cleveland is the metropolis of Ohio. The Plain Dealer is its leading newspaper."

CHARLES J. BILLSON.

Manager Foreign Advertising Department

NEW YORK

CHICAGO

TRIBUNE BLDG.

TRIBUNE BLDG.

WITH ENGLISH ADVER-

By T. Russell.

It is only in the case of public companies that one gets to know how profitable advertising is. The Sunlight Soap balance sheet is just out for 1902 (this is a leisurely land). The profits were £279,300 (say a million and a third of dollars); just fifteen hundred dollars more than in 1901. The common stock holders get fifteen per cent. A lot of profit out of household soap!

But then advertising—the remark does not apply particularly to England; it is a universal truth but there is nothing else the matter with it—is one of the most purely democratic institutions known. There is only one way to have a big success in advertising, and that is to address the whole of the people. Small successes, limited successes, are attained sometimes by appealing to a class. But an advertising business, to yield profits on the big scale, must be a popular business.

Here is introduced a practical consideration on which some recent events connected with English advertising cast an interesting light. Obviously, when it is agreed that a big success can only be attained by addressing the whole people, the problem of just how to address the whole, of knowing just what kind of appeal will have the greatest average effectiveness, becomes acute. A most interesting effort, and one which will have results inestimably instructive to advertising men, not merely in England but in all English speaking countries, is at this moment in progress. It is due to the ingenuity and enterprise of Sir George Newnes, who probably never for an instant thought he was conferring a boon upon the whole advertising world, though I don't doubt that he meant to confer a favor on his own customers, and to benefit by it himself. Here circulation-pushing scheme.

all the greater freedom, because I cordially detest and abhor the class of journalism of which Sir George Newnes was the regrettable pio-

Newnes is the proprietor of a publication called Tit-Bits (printers please refrain from spelling it "Tid-Bits" as is usual in America). Tit-Bits is a paper mainly consisting of "snippets," or little isolated paragraphs, desperately interesting individually, but leading nowhere, teaching nothing with any completeness, and extremely injurious to the memory, because they ac-custom people to read columns and columns of matter so miscellaneous that they cannot possibly remember it, and consequently do not try to. From this comes, after a while, loss of power to remember anything one reads, and a most injurious impatience of all information that is not conveyed in concentrated snippets. I hasten to add that Tit-Bits is not half so bad as its imitators; my quarrel with it is that Tit-Bits was the pioneer in England of this sort of thing. Well, Tit-Bits, the best and most successful of the crowd, having a circulation of something over half a million, offers a sum of five thousand dollars (a first prize of half this sum and seventeen smaller prizes) for the following object:

for the following object:

We offer one thousand pounds under the following conditions: Competitors are to send in a list of what they consider the best twelve advertisements which will appear in the Strand Magasine during the next six months—March to August inclusive. The order of merit will be decided by the votes of the competitors themselves. That is to say, the advertisement which receives the most votes will be placed at the top of the list, that which receives the second, and so on, till the complete list of twelve is made according to the public vote. The competitor whose list most nearly corresponds with the list as shown by the public vote will win the first prize of £500. The other prizes will be awarded on the same principle. First prize, £500, Second prize, £50. Third prize, £100. Fifteen prizes of £10 each.

Now of course this is a brilliant is the history of the case, and I do also a brilliant advertising scheme. not he sitate to say that it promises It will greatly help the advertisers to be the most useful thing that in the Strand Magazine, and will has been done for advertisers in make space in that periodical worth my memory. I can say this with more than ever before not only be-

(Continued on page 18.)

DETAILED STATEMENT

Dewark Evening Dews

FOR FEBRUARY, 1903.

54.452 COPIES AVERAGE NET

FEB.

DAYS.

345678901123145678901222222222222222222222222222222222222	53,100 53,057 52,971 53,012 52,549
	52,910 53,055 52,828 52,129 53,128 52,344
	52,866 52,724 52,707 76,918 59,926 53,998
	51,788 54,434 54,380 54,556 54,394 53 842
Net Total	1,306,854
Net Monthly Aver., 1903 Net Monthly Aver., 1902	54,452 49,808
NET GAIN OVER 1902	4,644

STILL **GROWING!**

Largest Circulation in New Jersey.

A newspaper whose circulation is in the homes of every city and town in Northern New Jersey and all along the Jersey Coast.

High in character and thoroughly

Dewark Evening News

Dewark

"The Newark News covers Newark like a blanket."-PRINTERS' INK.

The daily circulation of the NEWARK EVENING NEWS is about three times larger than that of any other daily paper published in New Jersey, about nine times larger than that of any other daily in Newark, and about two and a half times larger than that of any Sunday newspaper in New Jersey.

Actual Net Circulation During February, 1993, 1,306,854.

Baily Average, 54,452 Net.

FF Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.

Total Run During February, 1993, 1,389,379.

Daily Average, 57,516.

State of New Jersey, County of Essex, ss.: WILLIAM P. HENRY, being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the month of February, 1993, is true.

(L. S.) Subscribed and sworn to before me this Third Day of March, A. D. 1993.

CHAS. F. DODD, Notary Public.

M. LEE STARKE, Manager General Advertising,

TRIBUNE BUILDING, NEW YORK. TRIBUNE BUILDING, CHICAGO, ILL. E. A. WESTFALL, New York Local Representative,

TRIBUNE BUILDING, NEW YORK CITY.

ulated to produce good copy, so as quate to the value.
to attain the distinction of being * * preferred before their rivals. I can express object of being thus pre- namely Mr. E. S. Day's projected ferred. scheme here (where I would certainly not waste valuable space in describing any ordinary circula-tion-scheme of his or anyone else's) is that, when the result of this competition becomes known, all advertisers will have an opportunity of learning what they never had a chance to learn directly before, what kind of advertisement the public notices, what kind of advertisement the public likes. And it will be the big public that will go on the witness stand to testify about this. It will be the public that reads Tit-Bits, unquestionably the most various and democratic instructiveness of this vote cannot be calculated! Not one of the actual competitors (I am not competing) will await the result with the same feverish anxiety that I and many other advertising men will feel. And the result won't be only instructive to English advertisers, but to all advertisers.

"Old false teeth bought" would at one time have been regarded as a highly curious and original advertisement heading. It is now, in this country at least, very frequent. Several firms appear to do a large business in this way. One firm actually advertises for disused dentalcarpentry by means of large, enameled iron signs at railway stations. pers, and others again by mailing pamphlets on the subject to voters lists and directories. It may be said at once, for the comfort of the edentulous that these rejected molars are not purchased to use again. The valuable asset is the gold (if any) in the plate, most English artificial teeth being fitted on the plate system, and the little plati-

cause the circulation of the Strand num pegs by which mineral teeth will go up, but also because atten- are fixed to vulcanite or coralite tion will be concentrated on its ad- plates. I am told by dentists that vertising. Not only this; but the the prices paid by most if not all advertisers themselves will be stim- of the advertisers are highly inade-

The "baby" of the American imagine some advertisers going Newspaper Directory, referred to into the Strand Magazine with the in a recent issue of PRINTERS' INK, But what Sir George circulation register of British Newnes has probably not seen, and newspapers, is suffering from the what has caused me to discuss his effect of our libel law. As this touches the printer equally with the publisher of any statement held libellous, the printers of Progressive Advertising, in which the attempt is being made, have declined to print Mr. Day's ratings, and he is consequently endeavoring to raise a fund by which his company can run its own printing plant and thus be in a position to fight for itself. A sum of five hundred pounds is thought adequate, and Mr. Day writes me that he is prepared to sell debenture stock for that amount and purpose. Until the pending law suit is settled, I do not propose to comment further public in these Islands. Why, the on it. But if anyone wants to help the movement he can do so by communicating with Mr. Day at 2i, Bride Lane, London. E. C. This intimation is of course addressed to the very numerous English readers of PRINTERS' INK.

The conspicuous Boyril advertisement (two bull's heads; hear they want more Bovril") pictorially reproduced some weeks ago in Printers' INK has a successor. One of the bulls has vanished; in his place is a picture of a bottle of Boyril with the legend "And they got more Bovril." It is not an agreeable argument in favor of purchasing a meat extract, to be reminded that animals have to be slaughtered in order to make it; Others advertise in the newspa- nevertheless the ad is a smart one.

> PERENNIALLY EFFECTIVE PERENNIALLY EFFECTIVE.
>
> Among the great number of cuts now being used in clothing and furnishing goods advertisements one sees very few silhouettes. A clothier or furnisher wishing something distinctive for a small ad might run a series of silhouettes from day to day. An original design in an individual style would make a characteristic ear mark for his ads and give him prominence among other advertisers.—Apparel Gazette.

THE

Pittsburg Press

Is the Most Popular

Daily and Sunday Paper in

WESTERN PENNSYLVANIA

Made so by its Leadership in

Foreign and Local News Service
Unequaled Sporting Pages
Interesting Society Pages
Up-to-date Fashion and Women's Pages
Original and Special Comic Pages
Reliable Financial News
Beautiful Colored Magazine Sections
Original Cartoons.
Copyrighted Serial Stories
Leadership in Classified and Display
Advertising

Largest Circulation in Western Pennsylvania

C. J. BILLSON, Manager Foreign Advertising Dept.
Tribune Building,
NEW YORK.
CHICAGO.



THE LARGEST CIRCULATION ON EARTH

The Circulation of the Sunday AMERICAN Yesterday, March 1, Was



776,519



732,629 February 1 742,358

February 15 759,366 February 22 . . .

THE GREATEST ON EARTH AND STILL GROWING!

earth-is also If one considers the mechan- some classes of advertisers. true.

THE above is a reproduction of ical labor only and the distributing the top part of the first page of the system which is required to pro-New York American of March 2, duce and market that amount of 1903. It is a circulation claim of papers one wonders at the perform-1903. It is a circulation claim or papers one wonders at the personner and the personner and the personner and the personner at the personner at the personner and the personner at the personner and the personner at the personne stupendous-if to many and highly profitable to

PRACTICAL SUGGESTIONS ANENT PHOTOS FOR REPRODUCTION.

Don't photograph a machine of iron or steel material without first painting it. A bluish gray color is best. This removes all oil spots, dirt and scratches and the lighting then produces natural

color tones in the photograph.

Don't photograph your machine without first puttying the polished steel or nickel plated surfaces. This retains the bright color, but eliminates reflections from other objects or interfering lights from window.

from window. both construction of the subject too close and produces a distorted picture.

Don't photograph a machine in direct sunlight, for you would get nothing but intense shadows and intense highlights.

Don't under time your plate, for snap shots do not reproduce detail. Rather use a subdued light and a long exposure.

Sure:

Don't light the machine from side or above. Have the light full on the center or slightly from right to left.

Don't tone your prints to red. Red shadows in a photograph produce black in the halftone. If photograph is toned in the halftone. brown, the brown tone remains of the same color value in the halftone; hence

produces a better reproduction of out-lines and detail. Use gelatine paper. Don't have canvass background too close to the subject. This causes relections and produces an imperfect out-

Don't let any sunlight strike the ma-chine. Tack cheese cloth over a window to prevent.

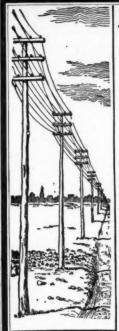
light if it can possibly be Rather make two or three hour expo-sures. Don't make small photographs. sures. Don't make small photographs. This is one of the most important dont's. If you will want a halftone 7 inches long, make the photograph on a 10x12 negative and get the article as large on that negative as possible. Make your photographs nearly double the size of the engraving in all cases. Do this for the same reason that artists make pen or wash drawings two or three times as large as the engraving is going to be. It is extremely difficult for an artist to retouch these photographs on account of the parts being so minute, whereas, on larger photographs the retouching is done better and easier, and in making the parts and the property of the parts being so minute, whereas, on larger photographs the retouching is done better and easier, and in making done better and easier, and in making the halftone the reduction produces a fine, accurate picture.—Commercial Originality.

IN THIS UNION THERE IS STRENGTH.

Nothing replaces the booklet. It is the "family chronicle" in advertising. It puts the inside history of a business house before the public as no newspaper or magazine advertisement can or ought; but the two are inseparable—they work together, strong in themselves, but possessing many times the serves, but possessing many times the separate strength when yoked together—making the greatest team vet har-nessed for the business race.—Miss Lil-lian G. Keyes, in Impressions, St. Cath-arines, Ont.

WITH so much good advertising as an ine. Tack cheese cloth over a wininsoiration and such capable advertising
w to prevent.

Don't photograph machinery by flashsteady improvement in future publicity.



Winged Words.

E are prepared to do your advertising as telegraphic news with the earmarks of a legitimate press dispatch. We can insert your notice in a thousand leading dailies and have it appear in all of them the next day.

This sort of publicity is of great value in discoveries, in decisions of law suits, in patent cases, in annual statements which make a partic-

ularly prosperous showing, in cases where your goods were selected in preference to all others, where your medicine has cured a man of national prominence, or if your goods win a notice of superior merit at any exposition or prize show, or in any other case where you have anything to say quickly to the public all over the United States. For further information about telegraphic advertising, call on or address

GEO. P. ROWELL @ CO.,

Advertising Agents,

10 Spruce St.,

New York.

SPHINX CLUB PROCEED-INGS.



At the monthly meeting of the Sphinx Club held at the Waldorf-Astoria February 11, 1903, President Daniels was in the chair. After a telegram greeting from the Atlas Club, Chicago, Mr. D. M. Lord spoke on "The True Function of the Advertising Agency."

the Advertising Agency."

I believe I once said before this club that when I began business an advertis-ing agent was simply an errand boy, a conduit through which the advertisement went from the advertiser to the paper. That is the truth. In the evolution of That is the truth. In the evolution of business it has changed the idea of the advertising agent being an agent. In those days publishers or their representatives would come to New York and see Rowell, Pettingill and others, and appoint them agents, giving commission on whatever they secured. Hence came the advertising agent. He was in fact an agent. But the conditions surrounding the business changed, and in the evolution, the agent became the principal; and I say it without the least attempt to boast of any particular foresight—the firm of which I am a member realized the fact, and 24 or 25 years ago cipal; and I say it without the least attempt to boast of any particular fore-sight—the firm of which I am a member realized the fact, and 24 or 25 years ago we dropped the agency and made our business title Newspaper Advertising. The agent passed away; we became principals so far as the advertiser was concerned, so far as the newspaper was concerned. For, if an agency failed, there was no claim on the advertiser on the part of the paper; if the paper failed there was no claim by the advertiser on the paper; so the agency idea passed away and the dealer idea came. Now, the newspaper, so far as its advertising space is concerned, is simply a manufacturer of advertising space, and it is a well-known fact, in all lines of manufacturing, that the manufacturer pays the cost of selling—cotton mills, woolen mills or any line you may call to mind. So the agency idea passed away and the title became a misnomer. No better evidence can be found to bear out my point than the case of N. W. Ayer & Son. Their letter-heads and captions read, "Newspaper, Magazine and Outdoor Advertising," instead of the old caption they used for so many years. We are no longer agents; we stand as principals, dealers, and we are dealers in advertising, the same as the hardware dealer, the dry goods dealer, the grocer. Remember the point I make is, that if the advertising agent fails there is no claim of the advertiser on the newspaper or the newspaper on the advertiser. We stand as principals to the advertiser, to the paper, to the publisher. Equally radical have been the changes in other lines. As I have said, originally we were simply messenger boys. In my early experience I had the presumption to suggest to an advertiser that his conv could be immroved. said, originally we were simply incoscin-ger boys. In my early experience I had the presumption to suggest to an adver-tiser that his copy could be improved, and the advertiser said, with a great

deal of dignity, "Young man, you may know a lot about advertising, but you know very little about the furniture business." To-day what do we find? If we go to a furniture dealer he not only asks us for rates, but he asks us, "How can I improve my copy? How can I improve my methods? What is the best form in which I can present to the people what I have got to sell? Can you not help me in developing my trade? Give me some ideas?" When we come to consider modern advertising, no broader field exists in the world. In the evolution of advertising there have been produced two kinds of advertised of the self-way was not a self-way that the self-way was not a self-way and the self-way and the self-way was not a self-way was n have been produced two kinds of advertising concerns, the creator and the scalper. The creator of advertising is vertising concerns, the state of the vertising is a man who goes out into the world sowing the advertising idea where no advertising has been done before. They go to the manufacturer and talk advertising. They tell him how he can increase his output; how he can increase his profits. In other words, they plant in his mind what I have named the advertising ferment, and my experience when the same when this ferment is once in his mind what I have named the advertising ferment, and my experience shows that when this ferment is once placed in the brain of a manufacturer it ultimately will bring forth fruit. In this way the modern, honest, well-equipped advertising concern develops advertising, and consequently I claim that the creators of business bring to the publications of different kinds a vast amount of advertising that without their work never would come. Right here I come to a peculiar feature of this business, which is this, that the supply of advertising space is always ahead of the demand; as long as the paper manufacturers can make paper out of wood and straw, as long as the printing press maker can develop the perfecting press, as long as the printing ink manufacturers and the printing ink manufacturers can the printing ink manufacturers with the supply of the perfecting press, as long as the printing ink manufacturers with the supply of the perfecting press, as long as the printing ink manufacturers with the supply of the perfecting press, as long as the printing ink manufacturers with the supply of the perfecting press, as long as the printing ink manufacturers with the supply of the perfecting press, as long as the printing ink manufacturers with the supply of the perfect of the pe and straw, as long as the printing press maker can develop the perfecting press, as long as the printing ink manufacturer can make cheap ink, just so long will the supply always be ahead of the demand. The cause of this enormous supply: The man or the concern that goes out into the world and creates users of this vaat amount of space is entitled to a good round reward for his labor, and is entitled to protection which has never been given him up to the present time. Of the other class—the Scalper—what shall I say? He goes to the advertiser who has been made by some creative advertising dealer and shows him he is paying too much for his advertising—that he can save the advertiser two, three or four per cent perhaps. By this means he makes the advertiser discontented. He has nothing to offer him in the way of service, in the way of suggestion, in the way of better methods, but simply a saving of a small per cent, and in many cases, the advertiser pursuing the short-sighted policy, gives him the business, does an injustice to the concern that made him an advertiser and makes a small saving of something, but more frequently than otherwise destroys the result bringing force of his advertising. of something, but more frequently than otherwise destroys the result bringing force of his advertising. Such methods ultimately end in failure. The publication, as usual, carries the bag. A few weeks ago we held a meeting in Chicago, where were present some of the leading daily publishers of that city and the leading advertising agencies. In the course of discussion there was brought to light a case which very fully represents the idea that I have indicated. An

advertiser located in Central Ohio teleadvertiser located in Central Ohio tele-graphed offering us \$50 if we would per-mit him to carry an account in a Chi-capo paper amounting to \$50,000. We declined. The same telegram was sent to two other agencies with the same re-ness on this paper and before the com-pletion of the contract killed himself, and the Chicago paper is carrying the bag for the man. Now, what is neces-sary to constitute a thoroughly equipped, modern advertising agency? In comsary to constitute a thoroughly equipped, modern advertising agency? In com-parison with what Mr. Rowell had when he started in business in this city, Mr. Rowell tells me the following story: When he came to New York from Bos-When he came to New York from Boston he bought out a business of a man by the name of Hooper. Among the customers that Mr. Hooper turned over was a stock broker in Wall street. A short time after Mr. Rowell was asked for an estimate by this broker, and he had just completed the business when Mr. Hooper came in. Mr. Rowell exhibited the estimate, and Mr. Hooper said "What prices are you making him?" Mr. Rowell answered that he was figuring to make about one hundred per cent. Mr. Hooper said: "Why, that concern owes me a number of thousands of dollars and I could not collect a cent of it if you put in such a figure." So it was arranged that Mr. Hooper should submit an estimate, which he did, and doubled Rowell's figures and made it satisfactory all around. This illustrates how little was known of the business, satisfactory all around. This illustrates how little was known of the business, and what large profits were easily made. Very little was known of the papers throughout the country—their rates were more uncertain than at the present time. Now, a modern advertising concern un-der similar conditions for such a list of papers would be perfectly content to make a profit of fifteen per cent. There make a profit of fifteen per cent. There would be no uncertainty about carrying out the contract, and the modern concern would go at the business in a very much more intelligent way. The chief part of the old style agency was to send an order to the papers, check the insertions, render a bill and collect a good round profit. With a modern advertising agency what is necessary? The chacking water is very highly developed: checking system is very highly developed; an art department in which designs are made of the highest artistic merit; admade of the highest artistic merit; advertising writers who have bright minds; the printing office with type especially suited to the proper display of advertisements. In such denartments as these have been originated "Uneeda Biscuit," "The Wool Soap Babies," "You press the button and we do the rest." A modern advertising agency is a developer of business. Not only of new business, but of a business already established, and many a manufacturer of the lished, and many a manufacturer of the present day can rise up and call the advertising agency a blessing on account of the increased profits, the larger business and the more satisfactory methods of conducting it. I cannot better illusness and the more satisfactory methods of conducting it. I cannot better illustrate the point I am trying to make there by telling an incident. Mr. Shephard, of the Nichols & Shephard Company, manufacturers of threshing machines of Battle Creek, Michigan, and Mr. Lewis of the Western Rural, an agricultural paper of Chicago, met in my office. After an introduction Mr. Lewis said to Mr. Shephard. We are new read to meet you better. don't know as I have anything to

thank the advertising agent for. Before your business was placed by an advertising agency you paid me \$600 a year, and now you pay me \$100." Mr. Shephard replied: "Mr. Lewis, isn't it a fact that when I now pay you through Lord & Thomas \$100 I am securing that amount through negret that I have never amount through papers that I have never reached before; isn't it a fact that Lord reached before; isn't it a fact that Lord & Thomas are sending you a dozen other concerns that you did not reach before, thereby getting a great deal more business than you otherwise would?" He replied, "Mr. Shephard, you are right, and I see a point that I never saw before." That is the work of an advertising agency, and there are millions spent in advertising that except through the agency would never have been seen. the agency would never have been spent. The advertising agency of to-day not only treats with magazines and newspapers but outdoor advertising as well, and the concern that is big enough to treat all at their value is the advertising concern that is going to succeed and will make its impress on the world. Another change that has taken place in the advertising business since I began: The jobber, the wholesale dealer was formerly quite a liberal advertiser. With the modern methods employed they have ceased to be advertisers, except where they become manufacturers. With the the agency would never have been spent. ceased to be advertisers, except where they become manufacturers. With the wholesale grocery trade of Chicago to-day, they are compelled to advertise their own brands in many lines and are constantly increasing these lines, and as they develop along this direction they are bound to become advertisers. Why are bound to become advertisers. Why:
Because the manufacturer deals direct
with the retailer, ignoring the jobber,
and the jobber in self-defense is compelled to have his own brand of goods.
Conditions are changing in and the jobber in self-defense is compelled to have his own brand of goods. Conditions are changing in regard to publications, and the advertiser doing a local business is enabled to keep in touch with them as they occur. Right here in New York almost spectacular changes are taking place in the value of the papers, but where the advertiser is reaching out beyond his own local territory, he is unable to keep in touch with these changes. A large advertiser in Chicago called on one of the solicitors of my firm to inquire why a certain paper had been recommended in a city in Canada. A year ago we had recommended another paper as best for the advertiser's product. Within that year changes had taken place. It is only by constant touch, that the agency is enabled to gain the knowledge necessary to advise an advertiser. No advertiser seeking general publicity and placing direct but could not use one of a half dozen agencies I could name to his advantage, not only so far as saving money, but in choice of media and more efficient copy. The advertiser placing direct does not get all that is in it. A certain general advertiser placing direct advertiser has always money, but in choice of media and more efficient copy. The advertiser placing direct does not get all that is in it. A certain general advertiser has always placed direct. He ignored agents and special agents. Our firm was placing business for a direct competitor. I have seen case after case where we were placwas paying. The man placing this con-cern's advertising got an idea that if cern's advertising got an idea that if he offered a newspaner half what the solicitor asked that he was making a bargain, and the boys soon caucht on to the racket. The concern placing in this way gets at the papers only once a year, is not in thorough touch with

them and consequently is not in a posi-tion to know what is low and what is best. The direct advertiser often in the struggle that he makes to get the com-mission that is rightfully due the ad-vertising agency, is compelled to omit the paper that will do him the most service. Without exception the paper that has the moral recittude to stand up and refuse to give the commission direct to an advertiser is a paper that will do the advertiser more good than any other. It requires a publisher with a good deal of moral backbone to say without exception "I am going to protect the man that makes business for me." Another feature of placing direct is coming in contact with the individual solicitor, and individual solicitor who is faithful to the paper he represents is bound to be more or less prejudiced in viewing that paper. He fails to see the unprejudiced position in which the advertising agency is placed, and believes that his medium is the one for every advertiser whom he visits. I know a representative of a visits. I know a representative or a Jewish religious paper who solicited the advertising of the Ferris Hams, and while I know some very good Jewish people who eat ham, as a rule a Jewish people who eat ham, as a rule a Jewish while I know some very good Jewish people who eat ham, as a rule a Jewish religious paper would be poor for this commodity. I remember when the advertising agent was looked upon as something to be endured because he could not be cured, yet at no time in the history of business has the advertising man stood so high in the estimation of the business world as he stands to-day. We have gone through the usual evolution of the dishonest paper—the dishonest paper—the tion of the dishonest palvertising agent—
the dishonest paper—the dishonest advertiser—and to-day the successes in
each of these lines are the ones that
are making the money—the ones that
are looked up to—the ones that are respected, and this evolution is still going
on and will go on, and the advertising
business, although it has reached such
an enormous proportion, is but in its infancy. A few weeks ago I had occassion to look up the business done by the sion to look up the business done by the general agents of Chicago and the num-ber of men employed by them in solicit-ing. There are one hundred men employed in Chicago in soliciting general proyect in Chicago in soliciting general advertising not in any way connected with the local field, and the general agents placed nine million dollars in business last year. Fifteen years ago there was not a general advertiser west of Buffalo or Pittsburg, and my good of Buraio or Pittsourg, and my good partner used to have a trite saying, that there was more business placed within fifty miles of the City Hall in New York than in all the rest of the country. This has changed. Chicago to-day is nearer the advertising center of this country than New York. The growth of the business has been enormous, and the business has been enormous, and the prospects for a still greater growth are good. Do the advertisers or publishers want to get rid of the men who are developing the business? I hardly think they do. The advertising agent is a fac-tor in the business world to be reckoned with-he fills a place broader and bigger with—he fills a place broader and bugger than ever before, and as time goes on the honest advertising man is bound to be of more influence, fill a bigger space in the business world and be a factor to reckon with in all successful manu-facturing business, or any line that is facturing business, or an Mr. Barber-There is one thing Mr.

Lord has not touched upon, but which I think is at the root of the success of the advertising agency business. It is this the advertiser when he receives a call from the publishers' representative looks upon him, and rightly, in the same man-ner that we would the salesman from any manufacturer or from any other any manufacturer or from any other department of business. His sole busi-ness is to present the wares of the trade which he represents in the ness is to present the wares of the trade which he represents in the most attractive manner possible in order to secure orders. Not so with the advertising agent. A man approaches the advertising agent who lays out his campaign (and we sometimes carry the counsels of our customers for two or three years in advance) regarding territory covered, copy, etc., etc. The advang agent has what at heart? The cess of his client, and solely this. The advertis-art? The suc-lely this. The reason is that the advertising agent's business in entirely a commission business. It matters not whom the com-mission comes from; he receives his commission. It is his business to ad-vise the customer who comes to him for advice what methods will probably bring him the greatest results, and that is now carried to the extent that he even furnishes the advertiser with an outlet for his goods in the local town or city. had a call in my small business to-day I had a call in my small business to-day from a representative of a paper concerning an advertiser (one of my clients), who agreed to see that the goods of this client were placed in his town. And so it goes, that the advertising agent is looking out for both the publisher and the advertiser. The man on a commission basis has no axe to grind; it is his business to see that the advertise; gets the highest results as

grind; it is his business to see that the advertise; gets the highest results, as only in that way can he expect to have a constant and an increasing custom. Mr. Ridgway—I fancy from the line the talk has taken that the subject was a defense of the advertising agent. I did listen rather longingly for some mention of the publisher in all this business, and the only thing I got was that the agent kept in constant touch with the publisher. Now, if it is true that the advertising agent goes to the manufacturer, studies his product and business, takes his entire appropriation and places it his entire appropriation and places it without any dictation, it ought not to his entire appropriation and places it without any dictation, it ought not to be a very difficult question to settle as to who should pay the commission. Mr. Lord says that we publishers have more space than we can get rid of, and probably always will have as long as white paper and ink are cheap. Now, where would the agent be if there were no publishers who know how to publish newspapers and magazines that will keep aftoat? I wish to do all honor to the advertising agent: but as for putting him advertising agent; but as for putting him on a pedestal and giving him credit for all the accomplishment and all the ad-vancement and all the progress and all the merit in the world of business, I

certainly could not do that.

Chairman Daniels—I attended a dinner a few nights ago of the Stevens Institute, and the President of the Massachusetts Institute of Technology spoke of by products in manufacture, and it seems to me that we might for a few minutes properly consider the publisher as a by product of the advertising

agency.

Mr. Mix-I am sure that so far as magazine publishers are concerned they

fully recognize the value of the work done by advertising agencies who are doing so much work that is honest and doing so much work that as nonest and creditable in developing the advertising business. Publishers of magazines certainly stand ready to aid, to co-operate with the good agents who are so great a factor in building up advertising. But 1 am not sorry to have the publishers' side of the question brought to the front. I do not believe that the advertiser realizes, and I doubt if many agents realize, the amount of work the publishers are doing. In the first place, in the making of their publications. You don't realize the amount of money that is expended in illustrations, the amount of experi-mental work being done and has been done, for instance, in the production of colored illustrations, and all those feat-ures which combine to make the modern American publication what it is to-day— the standard of the world. There is no place on this great round globe where so much has been attained as right here in New York for instance; and all that Mr. Agent, have something to sell. You have not only space. have not only space; you have not only white paper and ink, but you have a publication which has made for itself a standard, a publication which goes to its readers and is received by them as a standard. It is believed in; it is truststandard. It is believed in; it is trusted; it has done everything that is posible, it it is an honest publication, to establish its position; it has excluded, if it is an honest publication, all advertising that is objectionable; it has not catered simply to its own pocket book at the expense of others. All those things are working together to-day more than ever before to make the modern publication of such value that no question of ever before to make the modern points-tion of such value that no question of paper or ink an possibly have. It is not simply a medium where the adver-tiser can make known his goods; it is a medium where the advertiser can make known his goods and have them believed in and enlist the confidence of the read-

ers of these papers.

Mr. Ward—Mr. Rowell once told a very beautiful story on me. It was so good a story that I am going to tell it now on Mr. Lord. Mr. Rowell said he saw a grave out in Onondaga once that had borne the inscription on the headstone: "Lord, but she was thine," but that some mischievous person had stricken out the final "e" in "thine." Be said that my arguments were thin—so are Mr. Lord's. We have heard both sides of the question; a little on the publisher's side, and a little on the other side. But, after all, it reduces itself to one idea. Mr. Boldt didn't build the Waldorf, but he runs it; the Astors didn't build the Waldorf. It was New York that built the Waldorf. Who made the advertising agent? Who gave him the opportunity? The great American public. We are all parts, and mighty small parts, of a great body; and if it was not for the seventy million people in this country, who could get the business he now enjoys? Creators of advertising It makes me smile. Did I create the Sapolio advertising? They have given \$1,500 to agents since I have been there and I placed the rest. But it is almost laughable to think that I created the Sapolio advertising. There were \$9,000,000 of advertising in Chicago last year. Who creat-

ed that? Did Armour or Swift or Lord & Thomas? It was the demand and the hunger for the demand on the part of the manufacturer that brought two questions up: There they are, and how to get them? We are all engines. One man does one thing, and another, another, and we are all trying to supply the link between the great puolic and the manufacturer. Who got up the startling condition of things at Battle Creek? I would like to get hold of the man that went up and stirred that one town to its present tremendous activity. There are thirty-seven different manufactures conducted in that one town. Gentlemen, a doctor of the City of New York two years ago at the age of eighty went to his rest. He had been the family physician for all the Morgans. They went up to him one day and asked him for a Latin name for their product and he said "Sapolio." Did he create the business? Did N. W. Ayer create the business because he suggested the word "Unceda?" No; we are only cogs in one great wheel. I like to emphasize this idea.

Mr. Louis Wiley—I think that neither.

Mr. Louis Wiley—I think that neither publisher nor advertising agents need championship, apology or defense. They are both useful factors; both contribute to a desirable end, and it seems to me that if the agent creates the advertiser, he should be recognized as a laborer worthy of his hire. The more advertising agents there are, the more advertising senses there are, the more advertising agents there are, the more advertising agent being a principal, I think, of course, that there are advertising agent being a principal, I think, of course, that there are advertising agents with principle. It is their interest to have principle. If they lack it, they don't get very far. One of the tendencies of the time is the increasing responsibility of the advertising agent. The newspaper with which I have the honor to be connected, which had about a million dollars of advertising last year, most of it through the advertising agent, charged off only \$1,000 through losses from agents in that period. In this city there is the Publishers' Association of New York City. The New York Times declines to recognize any advertising agent not recognized by that association. It is a very desirable situation, indeed. The advertising agent has been characterized in many ways as a conduit, as a medium—it seem to me he is a subway. Mr. Gillam—I believe emphatically in the advertising agent if for nothing else, for this one thing: I have often said that the most crying evil connected with the advertising management of a new-

the advertising agent if for nothing else, for this one thing: I have often said that the most crying evil connected with the advertising, management of a newspaper is the wild grab, the unreasoning reach made for every bit of advertising in sight, whether the medium is in the line of the business, whether it would be good for the advertiser, or not. Now, if the advertising agent did nothing else than simply stand as a barrier between the grasping reach of the advertising manager, the advertising objection and his principal, he would be worth the ten or fifteen per cent he gets with the possible ten extra on the side that Mr. Cheney tells of; because in the advertising agent—and I believe I know—you find a man who gets nearest to trying to do for his principal the best that can be done, in the best medium, and in those that bring the largest returns. He

knows their real value. And he is of real value to them, a value far beyond what they would receive. if they were to resign themselves into the hands of Brother Wiley and others of that ilk.

Mr. Lord—Brother Ward brings up Battle Creek, and asks if advertising made that city rather than the great American public. I say, and truthfully so, that Mr. Charles H. Fuller made Battle Creek. He backed Mr. C. W. Post when he conceived the idea of advertising his products. That order was brought into the office of Lord & Thomas, and through some previous business transactions we declined to grant Mr. Post the credit he asked. Mr. Fuller granted it, did hundreds of thousands of dollars' worth of business for him, and it came to a point where they were both unable to go on, but Mr. Fuller's course had been so entirely honorable with the newspapers that they granted him sufficient extension to make a success both of Post and of himself, and the papers of this country, if they have the least appreciation of the work as a creator, will protect Mr. Fuller to the utmost limit in regard to this Post do hundreds of thousands worth of a devertising. N. W. Ayer & Son made it possible to advertise Brown's Iron Bitters to the extent of hundreds of thousands worth of advertising. N. W. Ayer & Son made it possible to advertise Brown's Iron Bitters to the extent of hundreds of thousands of dollars. ed Harry Kramer, and made it possible for him to spend three millions of dollars in different lines of publicity, so I say, there is something to be said on the side of the question that we are creators of advertising, and I wish to creators of advertising, and I wish to say further, that I have not anywhere near exhausted the list that could be named to carry out the proposition. Furthermore, how many cases I could use in illustration to show that when an advertising agent has built up a busi-ness and then the advertise; cetting an advertising agent has built up a business and then the advertiser getting purse proud decides to become his own advertising manager in placing the business direct, how they petered out. For instance, Pink Pills. Ayer & Son made them a success, they placed the advertising direct—how much advertising do they do now? they do now?

Papers read by Mr. John Adams Thayer and Mr. C. W. Cheney were withdrawn from the minutes. Remarks were

Messrs. Howland, Hyde, Hazen and Kennedy. Before adjournment President Daniels announced that the March meeting of the Club would be Ladies' Night.

KEYING.

I do not believe in using boxes, department numbers or initials. A great many people would assume that a con-cern was not of much importance that did not have a local address, or that guch a concern was practically unknown In its own community if it was obliged to use a box number, and this, I imag-ine, would lessen the influence of the advertisement and business houses, should consider this point in keying. If a let-ter comes to us containing no "key" number or no clue to its source, we re-turn with our first letter to the correspondent a special postal card, properly stamped, with the request that we be advised where our goods were learned of or where our advertisement was found. In this way we are able to trace of or where found. In thi practically every inquiry and order that comes to us and to give publications proper and honest credit, for we believe proper and honest cream, to exactly what it to our interest to know exactly what a paper is doing for us and whether it a paper is doing for us and whether is is paying us at a profit or at a loss. It is our desire to deduct from our list such publications as are not profitable and to retain those which are producers of business. We believe in the cumuof business. We believe in the cumulative value of advertising and allowing papers credit for returns that are indicated after expiration of contract, and even if next season. We have, in fact, records of sales made by papers that we have not used for years, and in some cases, pepers that are actually out of existence. Our method of searching the files for cards brings to light any earlier inquiry we may have had from the same party and the "key" number, of course, is here contained and the paper credited party and the "key" number, of course, is here contained and the paper credited with the additional sale, but not with a new inquiry. Honest publishers believe in keying. Some publishers object strenuously to this plan. These publications we keep in mind and watch carefully their returns and find, in most cases, that they have excellent reasons for assuming a negative position.—4 for assuming a negative position.—A. H. Zenner, of Zenner Disinfectant Co., also made by Detroit, Mich., in System.

NEWS IN ADVERTISEMENTS.

The first news of the bargains in Washington, D. C., is printed in THE EVENING STAR. Most of them are printed exclusively in this paper. The reading of STAR advertisements is a habit in Washington which gives to them a wonderful pulling power, and naturally the general advertiser shares in this.

It has been the constant aim of THE EVENING STAR to keep the advertising columns as fresh and attractive as the news columns. This effort has not been in vain, as 50 per cent of Washington people read no paper other than THE STAR.

M. LEE STARKE,
Manager General Advertising,
TRIBUNE BUILDING, N. Y.
TRIBUNE BUILDING, CHICAGO.

IN SOUTH AFRICA.

The following information regarding trade conditions and prospects on South Africa is condensed from the 1903 Newsapper Press Directory, a large vocume published by C. Mitchest & Co., Adver-tising Agents, Snow Hill, London, Eng-land. The articles from which it is taken ians. In creative from mount is the soften are exhaustive, comprising tables of im-ports and careful essays upon the classes of goods most in demand, together with freight rates, duties and other data of importance to manufacturers and adver-tisers wh. propose entering this territory.

With the close of the war on May 31, 1902, the Boers acknowledged British sovereignty, and entered upon the reconstruction of are signs that it will not be so prolonged as was feared. The material prosperity of South Africa will be enormously increased by the changes that war have brought about, and it is doubtful if Englishmen have any idea of the richness of their heritage in the Dark Continent. Farmers are returning to the land and mining is reviving. It is more than probable that the annual output of gold before the war, \$100,000,000, will soon be exlishment of equitable, stable tariffs. use,

There is an immediate demand for building materials, portable buildings, paints, oils, varnishes and accessories. Lighting appliances, from candles to electric plants, will be in ever-growing request. Heating apparatus and furniture of all classes will enjoy a ready market, especially in the Rand. Johannesburg is a market for every adjunct of living demanded by London. Cosmopolitan tastes have to be met, and luxury is by no means in the background. For the mines machinery and labor-saving apparatus are needed. Foreigners have been quick to recognize the value of the advertising mediums in this their country. The terms tendered territory. Circularizing has been by England were generous, and found the least effective method of while the task of building up the advertising, according to Mitchell shattered country is heavy, there & Co., and they recommend standard annuals, catalogues, weekly South African Journals and all mediums that circulate at a low price. The South African's reading is done on his veranda, and he hates heavy or technical literature, inclining to papers costing not more than three-pence. English sixpenny and shilling journals do not have a wide circulation, as postage and newsdealers' profits make them expensive. Many English advertisers have lost considerable ceeded. The white population is sums through the use of highbeing augmented by fresh blood priced publications. Attention to from Canada and Australia, creat-details is laid down as the prime ing a demand for manufactured ar- requisite for success in establishing ticles, while a landed property trade. The master of detail can boom is considered one of the cerbe a lord of the South African martainties for 1003 and 1004, as is a ket. The American exporter is financial and commercial revival on rather ahead of his British cousin a large and continually increasing in this particular. It has also been The British policy of free wisely remarked that "great is the trade throws this vast market open virtue in South Africa of a well to the world. American and Eu-known branch." Reputation is not to the world. American and Eu-known branch." Reputation is not ropean manufacturers have taken everything. The South African immediate advantage of the return loves variety and novelty, and will of peace, and are meeting British readily take up anything new if trade upon more than equal terms. it be as good or better than some-Canada and Australia are laying thing he is buying. Requirements the foundations of an extensive are largely determined by climate commerce, and are the most conditions, which must be taken serious competitors of the United into account. Pre-conceived ideas States. An important factor in of the manufacturer must be abanconditions is railway rates from the doned at once where they fail to coast to up-countries, especially the take. South Africans have a pas-Rand and Rhodesia. These are sion very like that of Americans unsettled, but it is predicted that for everything that is lighter and the present year will see the estabmore convenient than the article in

PAPERS PUBLISHED IN SOUTH AFRICA.

CAPE COLONY. CAPE Town—Metropolis of South Africa and gateway to the continent; population 120,000; general commerce. Cape Argus—established 1857; daily, evening, 1d; weekly, illustrated, 3d, Capa I mes—established 1876; has the

evening, 1d; weekly, illustrated, 3d. Capa Ilmes—established 1876; has the largest circulation in the country; daily, morning, 1d; weekly illustrated, 3d (widely read). South African News—daily, 1d. Ons Land—tri-weekly, 3d; leading Dutch newspaper in Cape Colony. Government Gazette—bi-weekly, 3d; leading Dutch newspaper in Cape Colony. Government Gazette—bi-weekly, 1d; illustrated political, literary and society journal. The Owl-weekly, 1d; high-class satirical journal, sport, music and drama. The Sentinel—weekly, 3d; high-class illustrated review—weekly, 3d; high-class illustrated review, widely read. South African War Cry—Salvation Army weekly, 1d. Agricultural Journal—government, semi-monthly; no advertisements admitted. Commercial Review and South African Storekeeper—bi-weekly, illustrated; circulates among merchants and storekeepers through South Africa. Cape Times Law Reports—quarterly. South African Trade and South African Storeneeper—onweekly, illustrated; circulates among
merchants and storeneepers through
South Africa. Cape Times Law Reports—quarterly. South African Trade
Journal and Shipping Gasette—monthly;
a reliable commercial authority on matters relating to South Africa. Church
Magasine for South Africa—monthly.
Diocesan College and School Magasine
—monthly. Cape Church Monthly and
Parish Record—monthly. Gucational
News—monthly; goes to teachers
throughout South Africa, South African Medical Journal—monthly; only
medical journal in South Africa, organ
of S. A. Medical Association. Temperance News—monthly; official organ
temperance societies. Cape Government
Railways Official Time Tables and Tariff Book—quarterly, 250 pages; publish-Railways Official Time Tables and Iariff Book—quarterly, 250 pages; published by government railways. Cape Hansard—annual; issued by Cape Times.
South African Medical Directory—annual; issued by Cape Times. South
African Bankers Diary—annual; issued
by Cape Times. Penny Pocket Time
Table—monthly. Agricultural Advertiver—monthly. Agricultural Advertiver—monthly. Agricultural Advertiver—monthly. African Discounting of the Magasine-monthly. Agricultural Advertiser-monthly; sent graits to all farmers, stockmen, traders and manufacturers throughout South Africa. Young Men's Journal-monthly; graits. South African Foneer-organ of "S. A. General Mission." South African Catholic Magasine-monthly. Templar Mirror-monthly. South African Domestic Monthly-monthly. South African South African Monthly-monthly. South African Journal—quarterly; gratis. Srican Photographer—monthly.

ricos Photographer—monthly.

ALICE—540 miles north Cape Town;
pop. 1,800 white, 20,000 native; agriculture, stock. Alice Times, Seymour and
Peddie Gasette—weekly, 3d, local in
news and circulation. The Twentieth news and circulation.

Century—commercial n
tian Express—monthly. magazine.

ALIWAL NORTH—380 miles from port of East London; pop. 6,000 white, 4,400 native; corn and wool; sulphur springs and health resort. Northern Post and Border News—semi-weekly, 3d; local.

BARKLY EAST—700 miles northeast Cape Town; pop. 9,000 white, 4,000 na-tive; agriculture. Barkly East Report-er—weekly, 6d; published in English and Dutch; local and general.

BEAUFORT WEST-500 miles from Port Elizabeth; pop. 4,500 white, 5,500 native; sheep and wool. Beaufort Courier and Courant—weekly, 3d; Dutch and English.

BEDFORD-147 miles from Port Eliza-BEDFORD—147 miles from Fort Enta-beth; pop. 2,000, center district of 12, 000; agriculture, sheep, dairies. Bed-ford Enterprise and DeVolksbode— Wednesday and Saturday, English and Dutch alternately.

BURGHERSDORP-250 miles from East London; pop. 2,500 and 2,000 troops; center district 25,000 pop. Albert Times and Molteno News—English weekly, 3d; circulates through entire district.

CATHCAST—center district pop. 8,000, principally English; agriculture. Farmers' Chronicle and Stutterheim Timez—weekly; farming and general news; has circulation through district.

COLESBURG—307 miles from Port Eli-zabeth; pop. 2,000 in district of 10,000; agriculture and stock; famous for its Colesberg Advertiser and Boerd-weekly; Dutch and English.

envired—weekly; Dutch and English.

Cadock—district pop. 15,000; important railroad center, farming and health resort. Midland News and Karron

health resort. Midland News and Karroo Farmer—daily, with tri-weekly edition; local and general paper of wide circulation. Cradock Observer—Semi-weekly. Dordrecht—46 miles from Queenstown; district pop. 5,500 white, 23,500 native; farming, stock and coal mines. Frontier Guardian and Dordrecht Advocate—weekly; English and Dutch. EAST LONDON—Sea port and terminus of Eastern Railway system; shipping and commerce; pop. 13,000, in district of 24,000, part native. East London Dispatch—daily, 1d; good circulation. Izwi Labantu (Voice of the People)—native paper.

FORT BEAUFORT—dairy farming and stock; district pop. 4,000 white, 11,000 native. Fort Beaufort Advocate and native. Fort Beaufort Advocate and Adelaide Opinion—weekly; excellent cir-culation among farmers, traders, hotels,

GEORGE-coast health resort; pop. ooo, in district of 13,000. George and Knysna Herald—weekly, 3d. GRAAFF-REINET—Third oldest town in

South Africa; pop. 6,000, in district 16,000; farming and stock. Graaff-Reinet Advertiser—tri-weekly, 3d; large circulation.

GRAHAMSTOWN—107 miles northeast from Port Elizabeth; pop. 7,000 white and 5,000 native; scholastic center of South Africa; cathedrals, colleges, of South Africa; cathedrals, colleges, courts, botanic garden, hospital, museum; tanneries, mills, factories, produce; garrison for British troops. The Journal—daily, rd; weekly; established 1831; oldest English newspaper in South Africa; large circulation and considerable influence among all classes. Grocott's Penny Mail—triweekly, 1d; wide circulation. Methodist Churchman—weekly, 1d. St. Andrew's College Magazine—quarterly; organ of St. Andrew's College. Eastern Province Listerary Magazine—quarterly. Templar's Standard—monthly. ard-monthly.

HUMANSDORP—57 miles west Port Elizabeth; pop. of district 12,000; farming and stock. Re-Echo and Humansdorp English Boerenvriend-weekly;

Dutch.

KIMBERLEY—third among towns of Cape Colony and center of the diamond industry; pop, of town 15,000; district

80,000. Diamond Fields Advertiser— larged.
daily, 3d; full and reliable news. mercial
KINGWILLIAMSTOWN—41 miles from UMTA

Kinowilliamsrown—41 miles from East London; trading center for large, wealthy native area; manufactures, military post, library, public and private buildings; white pop. 12,000; district has native pop. of 100,000. Cale Message native pop. of 100,000. Cape Mercury -daily, 1d; commercial organ circulat-Imp among farmers and traders. Imvo Zabantsundus (Native Opinion)—week-ly; Kaffir and English; chief Kaffir paper in South Africa, circulating whereever Kaffir-speaking natives exist.

Kokstad—170 miles from Durban, Natal; pop. in district of 200,000, large-ly natives; sheep. Kokstad Advertiser

weekly; only paper in territory.

MIDDELBURG—243 miles from Port
Elizabeth; pop. 2,000; district 10,000;
farming and stock. Nieuw Middelburger—Dutch weekly; good circulation.

Mossel Bay-seaport; pop. white 500, native 4,000; sheep and Mossel Bay Advertiser—weekly. cattle.

OUDTSHOORN—chief town in district of 25,000 pop; agriculture. Oudtshoorn Courant and South Western Chronicle tri-weekly; English and Dutch; covers large area. Het Zuid Westen-semi-

weekly; Dutch.

PAARL—38 miles from Cape Town; p. 12,000, in district of 25,000; fac-ries, fruit, schools. De Patriot pop. 12,000, tories, fruit, schools. De Patriot—
weekly; loyal Cape Dutch paper. De
Getiuge—monthly; Dutch religious. Ons
Klyntji—illustrated monthly; Cape Klyntji-illustrated monthly; Cape Dutch; non-political. Voormaarts (Onward)-semi-weekly; government gazette

for the district.

Post ELIZABETH—450 miles east of Cape Town; called 'the Liverpool of the Cape'; pop. 20,000 white, 15,000 native; fine harbor, government buildings, theaters, library, parks; rapidly growing in population and importance. Cape Daily Telegraph—alily, 2d. in population and importance. Cape Daily Telegraph—daily, 1d; established 1848; shipping and market news a feat-ure. Eastern Province Herald—daily, ure. Eastern Province Heraia—aniy, id, weekly, id; shipping, markets, up-to-date telegraph and cable news; widely circulated. Port Elizabeth Advertiser—semi-weekly; government notices; distributed free throughout the town, and mailed to subscribers for postage; eight pages shipping and markets. Racing Calendar and Agricultural Journal—fortnightly: horse races, sports, breed-fortnightly: horse races, sports, breed-Catendar and Agricultural Journal-fortnightly; horse races, sports, breed-ing, agriculture, dogs; rapidly increas-ing circulation. Looker-On-weekly. Southern Cross—Anglican monthly.

QUEENSTOWN-chief town in stock and farming district of 10,000 white and 35,000 native. Queenstown Representa-tive and Free Press—daily, 1d; good circulation throughout a wide area.

RICHMOND—in district of 7,000 pop.; seep. Richmond Era—weekly; Dutch di English; sheep farming a feature. and English; SOMERSET EAST—140 miles from Port Elizabeth; pop. 2,500, in district of 20,-000; farming and stock. Somerset Budget—weekly; English. Het Oosten —weekly; Dutch bond organ.

TARKASTAD—pop. 1,500 in district of 8,000; farming and sheep. Tarka Herald—semi-weekly, 3d; extensively circu-

lated.

UITENHAGE—20 miles from Port Elizabeth; pop. 10,000 in district of 30,000; wool-washing, railroad shops, agriculture. Uitenhage Times and Farmers Journal—semi-weekly, 1d; recently en-

mercial Gazette-

rged. Uttennage University 1d.
ercial Gazette—weekly, 1d.
UMTATA—in district of 200,000 native
UMTATA—in district of Umsata Herald

UMTATA—in district of 200,000 native pop, with 6,000 white. Umtata Herald —weekly; widely circulated. VICTORIA WEST—pop. of district, 7,500; wool and hides. Victoria West Messenger—weekly; English and Dutch. WORCESTRR—109 miles northeast Cape Town; pop. 7,000 in district of 13,000; courts, waron works, farming stocks.

courts, wagon works, farming, stocks, wines. Worcester Standard—weekly; English and Dutch; good circulation. Wyngerg—8 miles from Cape Town-military camp and aristocratic suburb. Wynberg Times—weekly, 1d; farming and industries. South African Agriculturies would be supported to the support of the support culturist-monthly.

BECHUANALAND. MAFERING—pop. 2,000 white; rail-way shops; has grown fast since the siege. Majeking Mail—daily, 3d. VRYBURG—chief town in stock and

farming district covering 10,000 square miles; general trade. Bechwanaland miles; general News-weekly, 3d. NATAL.

NATAL.

PIETERMARITZBUEG—seat of government of Natal; 55 miles from Durban, the seaport; pop. (1898) 14,000 white, 7,000 native, 3,500 Asiatic; brewery, brick, printing, carriages, wagons, tannery, confectionery; theaters, military post growing rapidly. Natal Witness—daily, morning; established 1845; liberal and well conducted. Times of Natal inhibitance daily, afternoon; weekly eight-page daily, afternoon; weekly edition; gives full news; very widely circulated. Natal Government Gazette wulated. Natal Government Gazette— weekly; government organ. De Natal Afrikaner—semi-weekly; only Dutch pa-per in Natal and Zululand; widely read by farmers. Duraka—prosperous seaport; pop. 27,-000 white, 30,000 native and Asiatic;

DURBAN—prosperous seaport; pop. 27, ooo white, 30,000 native and Asiatic; sugar, tea; public buildings; growing rapidly. Natal Mercury—daily, 1d; weekly, 3d; established 1852; full news reports; authority on South African affairs; large circulation in Orange River, Transvaal and Cape Colonies. Natal Advertiser—daily, afternoon, 1d; authority on gold fields. Prince—weekly, society journal, 3d.

BLOEMFONTEIN—chief town in district of 50,000 square miles; pop. 10,000, chief 50,000 square miles; pop. 10,000, chief

BLOEMFONTEIN—chief town in district of 50,000 square miles; pop. 10,000, chiefly white; pleasant rural residence town; known as "the granary of South Africa"; sheep and cattle. Bloemfontein Post—daily, rd; Saturday issue bi-lingual; leading paper in Orange River Colony; government organ. The Friend—daily, Id; English and Dutch.

TRANSVAAL COLONY.

TRANSVAAL COLORY.
PRETORIA—capital of Transvaal; buildings, churches, public courts, market, library, schools; specially attractive residence town. Transvaal Advertiser—daily. Land en Volk—week-

ly: Dutch.

BARBERTON—old mining town abandoned for richer gold fields, but now being rehabilitated; barracks and residences; in rich agricultural district which is being developed. Goldhelds News and Barberton Herald—energetic biweekly.

JOHANNESBURG—commercial center of Transvaal and chief city in South Africa; area of seven square miles; most English town in South Africa; celebrated Rand and other mines will ere long produce \$125,000,000 in gold per annum; pop. before war, 80,000 white, 150,000 native, since decreased, but rapidly being regained. Rand Daily Mail—daily, morning, 3d; up-to-date; claims largest circulation in Transvaal. Transvaal transvaal; claims to be chief daily paper. Star—daily, evening, 3d; government organ; claims to be chief daily paper. Star—daily, evening, 3d; illustrated weekly edition; commercial, mining and general. Transvaal Critic—weekly, 6d; independent political, economic and social. Journal of the Chemical and Metallurgical Society of South Africa—monthly; only technical and scientific paper in South Africa; large circulation among engineers, mine managers, assayers, etc. South African Law Journal—equarterly. quarterly.

HEIDELBERG—center of gold produc-ing district with white pop. of 10,000. Heidelberg News—weekly. KLERKSDORP—100 miles from Johan-

nesberg; gold and coal mines; pop. 3, ooo white, 3,000 native. Klerksdorp Mining Record—semi-weekly.

POTCHEFSTROOM-old capital of the Transvaal; fast becoming an important commercial and residence town; in fer-

commercial and residence town; in fertile country; large Dutch pop., augmented by English since war. Potchefstroom Budget—weekly.

Bremsessour—capital of Swaziland, a rich mining district awaiting development. Times of Swaziland—weekly; suspended during war, but will be revived early in 1903.

DELAGOA BAN—seaport of the Transval; Portuguese; two papers published at present, thoroughly unreliable. Of Putsuro—hiweckly; Portuguese and English. O Progresso—bi-weekly; Portuguese guese only. guese only.

RHODESIA. KHODESIA.

SALISBURY—capital of Rhodesia, situated in gold fields; white pop. 1,500, with native and Asiatic; banks, churches, public buildings. Rhodesia Heralddily and weekly; gazette of British South Africa Company; circulates through whole of South Africa.

BULAWAYO—rising town of a noon poet.

BULAWAYO—rising town of 5,000 pop., capital of Matabeleland; direct communication with mining districts, business center. Bulawayo Chronicle—daily, 3d; weekly edition; largest edition; largest circulation in Rhodesia.

Gwelo-town of growing importance. Gwelo Times-weekly mining and gen-

eral paper.

UMTALI—flourishing town in gold district. Rhodesia Advertiser—daily and

weekly.

British Central Africa.

Zomba—official capital of this colony.

British Central Africa Gasette—official
monthly. Central Africa Times—week-

WEST COAST OF AFRICA WEST COAST OF AFFICA.

GOLD COAST—a district of Guinea with
an area of 15,000 square miles; pop.
2,000,000, mostly native; Accra is the
capital. Gold Coast Chronicle—weekly,
3d. Gold Coast Aborigines—weekly, 3d.

Gold Coast Leader—weekly, 3d.

Gold Coast Leader—weekly, 3d.

LAGOS—capital of an important island;
pop. 300 white, 50,000 natives; palm oil,
palm kernels, rubber, ivory, etc. Lagos
Weekly Record—weekly, 3d. Lagos
Standard—weekly, 3d.

Stepsel Rone—unipportant commer.

SIERRA-LEONE-unimportant cially: pop. 145,000; Freetown, the capital, 30,000; very few Europeans. Weekly News—weekly. Sierra-Leone Times -weekly.

"The Great Daily of the Great Northwest."

Strike while the iron is hot-

The iron is always hot for the man who knows how to advertise.

The "how" to advertise in Minneapolis is placing your appropriation with

THEMINNEAPOLISJOURNAL

By use of this ONE medium your advertising will have entree to fully ninety per cent of the homes of the purchasing classes in Minneapolis.

Start your Spring campaign in Minneapolis with the MINNEAPOLIS JOURNAL.

M. LEE STARKE,

Tribune Building, NEW YORK.

Mgr. General Advertising.

Tribune Building, CHICAGO.



THE ABOVE AD, WITH ITS DEFINITE INFORMATION ABOUT "THE MAGAZINE WITH A HILLION," WAS EASILY THE ONE IMPORTANT FRATURE IN A RECENT ISSUE OF A PRINTERS' INK "BABY.

BRAINS COUNT IN ADVERTISING
—NOT MILLIONS.

There are some people who believe

campaign in the country papers succeeds in turning a pretty penny out of it; like-wise the territorial advertiser, with his There are some people who believe that the only eminently successful advertisers campaigns are those in which a tremendous amount of money is expended, and a corresponding amount of energy thrown into the work. This is an erroneous impression. There are many smaller advertisers who are reaping the legitimate reward as a result of their efforts, whose successes are not known to the world by reason of their smallness. Even the local advertiser upon many occasions puts some article upon the market, and by a vigorous

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

LF Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back

advance. Six dollars a hundred. No back advance.

147 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

147 Hollathers desiring to subscribe for Printers in the total printer desired to adver, patrons may on application, obtain special confident at terms.

147 If any person who has not paid for it is receiving Prairrams! In x it is because some one has everying Prairrams! In x it is because some one has at the expiration of the time paid for advertisements along the subject of the providence of the providence

OFFICES: NO. 10 SPRUCE ST. London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 18, 1903.

NEWSPAPER advertising is the standard by which the value of all advertising is appraised.

THE advertiser should see that his ad appears in every issue of the paper he uses. The good advertiser never gives people a chance and it is easy to increase space if to forget him.

THE issue of the Minneapolis

Tribune for Sunday, March I, was

Delinistor recently published in a special of eighty pages, published

PRINTERS' INK Mr. John Adams

There are addited that the thirty propular. has been published.

IT is believed that a small ad all of the time is better than a large one inserted at long intervals.

BILL-POSTERS are designed to attract the attention of pedestrians, most of whom are in a hurry, and it is those chiefly who have money to spend. Those who lounge about and read them leisurely have more time than money. The moral of this suggestion is that the billposter should contain no more matter than can be taken in with a glance of the eye.

EXPERIMENTATION in advertising is expensive. For this reason it is well to proceed with great deliberation when it comes to using media whose circulation is not proved. Contracts must be carried out, and it is better to make stiall ones in such cases. If returns fail the loss will be less. Media always have space for sale. returns justify it.

to celebrate the completion of the Thayer predicted that this popular paper's new mechanical plant, household monthly would reach which is said to be the finest west the million mark by December, of Chicago. It consists of a battery of three presses. The largest be 925,000, however, and Mr. Thaycan be used either as a sextuple er now feels warranted in predictwith color attachment, or as a ing that the million mark will be quadruple color press, while the reached sometime during the comother two are quadruples with col- ing autumn. There is a comparaor attachment. Combined, they are tively slight increase during the capable of printing 168,000 papers summer months, but with the reper hour of either four, six or turn of newsstand purchasers from eight pages. By an ingenious de- their vacations the circulation vice these presses are fed with ink steadily rises, and it seems practithrough a system of pipes, leading cally certain that next winter's from supply tanks. The advertis- statement to the American Newsing patronage of this special issue paper Directory will show considfooted up a total of 248 columns, erably more than a million. The or 76,566 agate lines. This is the Butterick Company's annual report "record," according to Mr. Chas. for 1902 shows that the corpora-H. Hamblin, the business man-tion made during that year a total ager, eclipsing the Tribune's pre-vious record for the Northwest of 807 has been added to the surplus. 219 columns of advertising. In This is in excess of six per cent addition to views and descriptions profit on the entire capital stock of of the new facilities, the issue con-tained much historical matter per- dividends of one per cent are now taining to the growth of Minneap-olis and the Northwest during the thirty-five years that the *Tribune* Stock Exchange at prices varying from \$50 to \$53 per share.

Luck or chance has no place in luck are in no sense autonyms. It your line of business are doing. is pluck and not luck which wins in business. In target practice chance. chance. well-laid plans of his own.

is demanded of the gentle souls who "authorine," at thirteen years of age. X-rays were discovered in 1896, manners of sales people. difficult to see where it got its title.

ONE of the most bizarre ads in the March Philistine describes the "Wonderful New Bunco Pctato" in the following terms:

The most productive potato on this or any other earth; grown under our new method, by which all danger of drouth is obviated. An amplerotic crop is assured to each and every purchaser. The method was discovered by us only after exhaustive experiment and the expenditure of several million dol-lars. We now give this method free to the world; to benefit our fellow farmers is our mission. Plant the New Bunco Potato in rows of six feet apart. Be-tween each row, sow seed of our new Niobe onion. During dry weather the Onion becomes so strong that it brings Niobe onion. During dry weather the Onion becomes so strong that it brings tears to the eyes of the potatoes, keeping the ground thoroughly moist. Price of the New Bunco potato, \$10 per bushel; two bushels for \$25; ten bushels for \$200. With each bushel of potatoes we give free one-half pound of seed of our new Niobe coing the appropriate. our new Niobe onion, the only onion sufficiently strong to force enough tears to secure the desired result.

An illustration shows at least a bushel of potatoes growing in a tired of reading seed annuals that Levy's department store. mensely.

To do good advertising it is nelegitimate business. Success and cessary to know what others in

A LADY tells the Little Schoolmen do not hit the bull's eye by master that the most considerate, Nothing happens by the most polite salesladies are met The business man who with at Wanamaker's, about the succeeds is always obedient unto same treatment is one accorded, she says, at Altman's, while in a number of other well known estab-No very great degree of veracity lishments the treatment varies from indifference to rudeness. If the write publishers' announcements latter observation is true, then the that appear in daily papers under managing factors of the establish-the title of "Talks about Books ments are probably ignorant of the and Writers," but sometimes one facts. At the same time they could wishes that they would be a bit hardly afford to let such conditions more careful with their dates. Now exist. A diplomatic system of obcomes one who explains that a servation might be of some use. though but The cleverest advertising and even twenty-three years old, wrote for a the best schemed merchandizing is school periodical called the X-Ray surely impaired, if not nullified, by As the irritable, over sensitive and rude or some three years after the date rudeness may be more harmful by of this school-day periodical, it is insinuation than by positive insult.

WITH the object of improving the appearance of its advertising pages and bringing better returns to advertisers by encouraging them to make their announcements at-tractive, the Messenger, Owensboro, Ky., held during February an advertising competition for local retailers. Ads of thirty inches or more were alone eligible, and the prize was 100 inches of space in the Messenger, to be used at will. By general request of the competitors the decision was left to the critical department of PRINTERS' INK, which selected an announcement of Montague & Barnes, dry goods, as the prize winner. This ad was conspicuous for quiet display, attractive presentation of a large number of items, and embodied the principles commonly followed by similar concerns in New York. Two halfpage ads setting forth the advansingle hill, and the ad is credited tages of life insurance, by J. C. Bunco Bros., seed necromanc- Rudd, Son & Co., were also com-It is supplemented with an mendable in argument, though admonition to readers to obtain the rather lacking in dignity of display. seed catalogue of Northrup, King Another announcement worthy of & Co., Minneapolis, when they are mention was a three column ad for play them for fools. Such an ad in form of competition would seem to such a medium ought to pull im- be an excellent way of arousing interest among local merchants.

An advertisement should have the power to create a desire to tisement may endure for many see and possess the goods adver- years. If goods offered are up to tised.

NEAT printing and attention to detail in showing goods characterize the catalogue of the J. L. Mott Iron Works, 90 Beekman street, New York.

DRY facts, clumsily presented and painfully drawn out to fill space, create an unfavorable impression, object being to sell the article adand consequently, from an advertising view, are detrimental.

the Little Schoolmaster's recent articles on trade journal publicity. must be applied to the preparation The National Laundry Journal, of the copy for the advertisement Chicago, advises makers of laun-dry machinery to read the "Trade sired. Journal and Machinery Advertising" series carefully for its inspiration.

ditional. pers, magazines, reviews, sporting about that as the advertising menitem.

THE effectiveness of an adverpromise in every particular, a cus-tomer buying them upon the story of a simple advertisement, may continue to buy at the same place as long as he lives.

ADVERTISING, as practiced to-day, is the growth of practical experience-the evolution of publicity applied to commercial affairs-its vertised. Experience has demonstrated that to accomplish this object, certain fixed laws must be REAL interest is being shown in recognized—that common sense (not always so common, however)

THE gentle art of managing a tempest in a teapot and making it apparently profitable is exemplified THE fifty-eighth annual issue of in the advertising capital that Colthe Newspaper Press Directory lier's has made of the Gibson and Advertisers' Guide, published drawing which appeared on the by C. Mitchell & Co., Snow Hill, February cover of the Ladies' London, is a volume of 350 pages, Home Journal. It has been said with a supplement of 225 pages ad- that this weekly has spent \$25,000 It contains complete lists in magazine and newspaper space of all publications in the British for the purpose of printing its con-Isles, with map; articles upon the tract with Mr. Gibson, and this press of Australia, South Africa, publicity having been most effec-India, Canada, the United States tive in attracting the attention of and the West Indies, with lists of the general public. The latest de-publications either complete or rep-velopment in the "dispute" is a resentative; a digest of legal de-letter from Mr. Robert J. Collier cisions of the past year that relate to Mr. Conde Nast, going into the to the press or advertising, with merits and demerits of the case trade statistics and other valuable with great particularity—a letter information. The directory of Brit- which Mr. Nast thoughtfully sends ish publications is very complete- out in facsimile to advertising men. ly classified and divided, and in- Apart from any slight consideracludes lists of London dailies and tions of right or wrong involved in weeklies, English provincial pa- this bloodless feud-and the gen-pers, Irish, Scotch and Welsh pa- eral public will worry as little journals, religious journals, Lon- the controversy would seem to be don local papers, the daily press a good thing for both publications. of the United Kingdom, a guide The most unfair feature of the to the press of each county, class whole thing might be the fact that and trade journals and a complete Collier's pays all the space bills alphabetical index and bibliography which the controversy necessitated. of newspapers published in the Or else, the fact that very few British Isles. The arrangement of people can adequately tell why or the book is not so compact as that wherefore a Gibson cartoon comof American directories, perhaps, mands such a high price, or why but complete indices enable the the bony Gibson girls should be reader to readily find any needed set up as an American type of beauty.

Some trade publications are excellent examples of what trade publications should not be-made up with the scissors so far as reading matter is concerned, and padded out with innumerable pages of ads which have been dead any time these ten years, if they were ever The trade publication as it should be, however, is not altogether wanting, and no better notion of a live journal that caters to a live field can be found than by examination of the Easter issue of the Keystone, the Philadelphia monthly that covers the jewelry trade. This issue contains 160 pages, of which 130 are advertising. The advertising is all alive, however, and so deftly distributed through the journal that most of it comes opposite reading matter. In no case is text very far away. Nor does it need an expert jeweler to appreciate the thoroughness with which the Keystone is edited. Besides brisk, informing news letters from fifteen points in the United States, there are departments devoted to optics, mechanics, advertising, store methods, new goods and inventions, windows and other matters, with special articles on diamonds and Japanese craftsmanship. Hardly a paragraph of the text of this number but will come very close to the practical jeweler. The ads are almost uniformly good. There is little suggestion of "deadwood" anywhere. Among the announcements that catch the eye in a casual glance through the pages are those of Walter Sams, Chicago, Eaton & Glover Co., New York, W. D. Clement, Waltham, Mass., Geneva Optical Co., Chicago, Alexander H. Revell & Co., Chicago, Bassett Jewelry Co., Providence, R. I., Keystone Watch Case Co., Philadelphia, New York Standard Watch Co., and a double page invitation to Chicago advertising the spring meeting of the National Association of Merchants and Travelers. This special issue strengthens the Little Schoolmaster in his opinion of some months ago-"that the Keystone is the ablest journal in its field, and that no up-to-date jeweler can afford to be without its educational advantages."

THE head of a live New York advertising agency recently directed every person in his employ, from solicitors to office-boy, to read the "Autobiography of a Life Insurance Man," published in the March issue of Everybody's Magazine. This crisp article, the personal narrative of the vice-president of a large company, is thoroughly stimulating to the man whose business is to make business, and many of the principles laid down are undoubtedly worth the careful consideration of those who write life in-

surance publicity:

I do not see how a life assurance man help being enormously enthusiastic his work. To begin with, it affords over his work." to the determined man, in proportion to his ability, an opportunity for a larger pecuniary success with a less capital than any other profession or business open to men in general. But of deeper pecuniary success with a less capital than any other profession or business open to men in general. But of deeper significance is the appeal it makes to his higher ideals, if he be one who can be touched at all by the higher things. For biffer assurance contributes directly to human happiness. It stimulates thrift and foresight; it provides education; it furnishes pensions for old age. It not only reduces pauperism, but promotes national prosperity by creating multitudinous little aggregations of capital. A well-assured people is bound to be a conservative people, with the resources and impulse for substantial progress. Therefore when a man hitches his personal ambition to a business of such obvious beneficence, he must be abnormal or degenerate if he is not immensely enthusiastic. My own observation is that a man need not be a prodigy in order to be a very successful solicitor; but he must be a man of decision, action, energy; a husbander of his resources and a foct to waste. If he has graceful tact, so much the better; if he has an honesty of mind that will not let a man be misled to the smallest degree, far better still. But the foundation of large success as a solicitor is the everpresent will to make each day count, and if possible make some of them count for two. When I had charge of a certain Western agency, our office produced \$20,000,000 of new business a year. Most of it was done by men who were steadfast in their habits of work rather than merely brilliant. My own share in that annual amount was \$2,000,000,000, and I obtained it by keeping were steadtast in their habits of work rather than merely brilliant. My own share in that annual amount was \$2,-000,000, and I obtained it by keeping monotonously at a habit of devoting just one hour a day outside of my official duties to the work of soliciting. It is in the everyday contests of the agent, in cases of moderate size, that the vast bulk of assurance is written. Frequentby more tact, argument and patience are required to place a policy of \$1,000 than one of \$20,000, for the man who can take only a very small assurance is likely to have the stubbornness of timidity and suspicion as well as well as well as the stubborn of ity and suspicion as well as rudimentary business notions. On the other hand, the man of affairs who can carry an assurance of from \$50,000 to \$500,000, while he does not need kindergarten

arguments, usually does require a consummate skill of approach; he is a problem of magnitude to be studied, and solved if possible, before the subject is broached. I have never allowed an opportune time for beginning business to slip away if I could help it. Whenever I have thought of a certain man as a possible applicant for assurance I begin immediately to form a definite programme for obtaining his attention under auspicious conditions. A life-assurance solicitor soon becomes a believer in telepathy. If he finds himself drawn in thought strongly toward some man as a promising subject for a proposition, he promising subject for a proposition, he usually finds that the same strong inclination of thought has occurred about the same time to a competitor.

A FEW well chosen words; an idea clearly stated, concise, spetale is told.

THE 1903 issue of the "Adverseries of specimen ads showing agate lines. changes of copy and methods of type display. A section entitled the "Advertisement Picture Gallery" exhibits specimens of ads and colored inserts designed and engraved during the past year by and others engaged in big operations. A small ad in the *Iron Age* worthy publicity for a long list of seems to the casual observer to be river to a change of the casual observer to be seems to the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the man includes not the casual observer to be the casual tions. The volume is most elab- of advertising as reading matter. orately printed, with color repro- But the ads in the Iron Age are periodicals, and is thoroughly com- reader in search of a specific comchanical execution.

From his exchanges the Little Schoolmaster lately took a copy of the Iron Age, dated March 5. Ordinarily the Iron Age is a bulky weekly publication, but this issue seemed more bulky than usual, and looked like a special number. Close examination of editorial and reading matter did not indicate that the publication's birthday was being celebrated, however, or that this was other than the regular weekly issue. Yet the Iron Age seemed to have grown amazingly since the last time the Little Schoolmaster examined a copy, so he looked it over in a spirit of incific-and the short advertising quiry. The results were rather interesting.

This issue of March 5 contained tiser's A B C," the newspaper di- 110 pages of reading matter, inrectory of Great Britain and col-cluding market reports, with 227 onies, published by the T. B. pages of advertising, counting the Browne Advertising Agency, Lon- cover. The type page measures don, is a volume of more than seven by eleven and a half inches; 1,100 pages. Mr. A. B. Blakly, reseach advertising page is divided ident New York manager for the into three columns; each column Browne agency, claims that it is measures 155 agate lines. A page, the most complete work of the therefore, contains 465 agate lines kind published in Great Britain. of advertising space, and the total Classified lists give an alphabetical number of lines of advertising in arrangement of London dailies, this issue is 105,555-presumably weeklies, magazines and reviews, paid for. Multiply this by fifty-suburban papers, provincial papers two, and the total amount of paid and magazines, colonial and for- advertising in the Iron Age during eign newspapers, with representa- a year, with issues of these proportive selections of publications in tions, is 10,488,860 agate lines. This the United States, Canada and is nearly twice as much advertis-Europe. "The Advertising Facing as was printed in the New York
tory" is a lively descriptive article
dealing with the work of the agenday insues, book review, financial
cy in planning, executing and placing publicity, supplemented with
illustrations of departments and a total for the year was 5,501,779

British and American products. In irretrievably lost, for only the man the back of the book are advertise- caught at a country railroad juncments of miscellaneous publica- tion would care to regard this mass ductions of the covers of many thoroughly indexed, so that the mendable in arrangement and me- modity can readily find the announcements of those who supply it is doubtful if such commodities as structural steel and iron, gas plants, screws, nails, steels rails and steam boilers can be presented with the terseness of breakfast food advertising. Clearly the idea of the Iron Age's advertising is to furnish a reference book, and advertisers get the best chances of return by being represented in its index. An admirable extension of this idea is the Iron Age Directory, a little red annual in which is given a list of regular advertisers for the year, each catalogued by the commodities that he makes. In the last issue of this directory 1,356 advertisers were represented. It is often said that all the ads in the Iron Age are lifeless this does not appear to be the case. While the average announcement in this issue is small, there is a portion of the advertising that reflects enterprise.

Among the ads that stand out in this issue are those of the G. Company, Bridgeport, Conn., American Tin Plate Co., New York, S. Obermayer Co., Chi-cago, Hawley Down-Draft Furnace Co., Chicago, Taunton Loco-motive Mfg. Co., Taunton, Mass., Joseph Dixon Crucible Co., Jersey City, Craig Ridgway & Son Co., Coatesville, Pa., Link Belt Machinery Co., Chicago, National Machine Tool Co., Cincinnati, Morse Twist Drill & Machine Co., New Bedford, Mass., and others. These advertisers evidently consider space in the Iron Age valuable enough to warrant weekly changes of copy, and while there are only ten per cent of enterprising advertisers, against ninety per cent who merely print their business cards, it is a point worth noting that the mechanical work in the Iron Age is of decent quality, and a live ad would have the benefit of a fairly attractive presentation. The Iron Age is a readable publication, Some

it. This would seem to be the of the articles printed in this issue principle by which such a mass of are of almost popular interest, publicity is made profitable, for the ads are chiefly stereotyped catalogues of articles, with the maker's of the iron industry, with its many logues of articles, with the maker's branches, are covered ably and name and address. Many are fully. The publisher claims that printed without change during the out of a total of 195,887 miles of railroad in the United States, the ably furnish some information, and it is doubtful if such commodities as structural steel and iron, gas plants, screws, nails, steels rails and steam boilers can be presented with the management of with its purchasing power, seems well worth reaching.

The new two-cent postage stamp is one of the most unpopular things that the postoffice department has done in lo! these many days. Criticism of the press and individuals has been ruthless and biting. Mr. Madden now announces that the new design is "unsatisfactory to both the department and the bureau of engraving and printing," and that a new design has been ordered. The present stamp will be used until the new design can be supplied. *

SPEAKING of P. T. Barnum, the world's greatest showman, a writer in the Saturday Evening Post relates the following conversation by Barnum in regard to Tom Thumb, one of the early attractions of the show:

"He was by no means mentally bright. One of his favorite performances was to imitate the great Napoleon, posing in several attitudes, and in his cocked hat and pretty uniform he formed a striking picture. When he was doing this before Queen Victoria and had assumed a thoughtful attitude, she asked the question, 'Of what are you thinking?' To which Tom is said to have replied, 'Of the Battle of Waterloo.' He was complimented many times on the apteness of his reply, which, in its way, was peculiarly flattering to the English nation. It is true that the Queen asked the question, but it was I who made the reply, Tom never opening his lips, for he was at a loss for an answer. It was a good advertisement, and I was content to let him have whatever credit it deserved."

PROBABLY NOT REFERRING TO ITSELF.

One after another are the trade advertising publications disappearing. The year has hardly opened, but in two months have disappeared Current Advertising, New York, Advertising Experience, Chicago, and the Advisor, New York. All three were numbered among the prominent publications; others are on their last legs. This goes to prove that there are too many of these papers, far more than the business can stand, and the whole condition resolves itself into the truism of "the survival of the fittest,"—The Mail Order Journal.

TRADE AND TECHNICAL JOURNAL ADVERTISING.

IX.

In a paper where bold black and white designs predominate I would take my chances every time with a plain type advertisement inclosed by a neat and unobtrusive border. For novelty's sake I would even leave out the picture of my ma-chine occasionally, unless that picture showed the machine to be entirely different and in some way better than others of its kind.

The advertisement of the Joseph



Dixon Crucible Co. reproduced below-though not a machinery advertisement-shows the possibilities for attractive display with but a single style of type, and a border effect which can be exactly or very nearly duplicated in any printing office. This border is sufficiently ornamental to please the eye, but is not so big, black and glaring as to detract from the matter it incloses. The body of the advertisement in type that the eye is most accustomed to and is therefore easy to read. The entire advertisement is well it from the rest.

The next advertisement is a reproduction of a full page which the L. S. Starret Co. recently printed in one of the machine-tool journals, and serves to show how effectively a full page can be used as a brief catalogue of small tools. Ordinarily, I think it better to advertise but one tool at a time, or possibly two or three which are used in conjunction with each other, but an advertisement like this, not only serves to convey the impression of a very large line but it also hits fifteen or twenty different needs at the same time and is perhaps more apt to result in direct orders. The small tool manufacturer ought to do a very large mail order business and he can as easily as not if he will print good illustrations of his tools, together with descripreasonable and tions Though I know nothing about the results from this page advertisement I cannot help thinking that it would have resulted in a great



deal more business if prices had been printed with each of the tools the original is set in the size of illustrated. It may be that its only purpose was to elicit inquiries for the catalogue, but I believe it might The entire advertisement is well easily have brought many direct balanced and restful to the eye. I orders instead of inquiries for the like this style of display very much. catalogue, and the catalogue could It would be decidedly good even have been placed in the hands of without the border, which serves the buyer with delivery of his to hold it together and distinguish order. Taken as a whole it is certainly an excellent advertisement

and one well worth repeating at in- getter a design which may be more tervals of two or three months or less general in character, the throughout the year.

Whenever there is any possible advantage in doing so, I believe use. If this cannot be done, the design for the advertisement should be given a mechanical turn in some ground helps to identify it and the way so that it will arrest the eye of the mechanic and bring his thoughts into the right channel. It would be a difficult matter to show in a picture any advantage of one tap or die over others of a similar sort, and I believe the ad of the Wells Bros. Co. here shown

is a good one because it does not



simply illustrates their taps and dies with the pictures of two mechanics as eye catchers and a chubby boy to impress the name of their trade mark "Little Giant." I believe there are few buyers of such tools who would overlook this page and that most of them would read the text almost before they realized they were doing so.

It seems to me that with such a tool as an ordinary lathe for in-stance, where it is difficult to show any positive advantage by illustratuseful to employ as an attention means of illustrations. I believe

cut of the lathe together with the display lines serving to show just what the advertisement is about. The page advertisement reproducthat the thing advertised ought to ed below is one of this sort, and to be shown as it looks when in while the design would be equally suitable for any other machine, the "Star" trade mark in the back-



homely phrase "if you are on the fence" leads the reader almost unconsciously into the body of the advertisement and before he knows it he has absorbed the information or claims set forth. Such an adverfisement as this meeting the eve of a possible lathe buyer who is undecided as to which tool he shall buy, is sure to get his favorable attention because it exactly scribes his state of mind, and of course many lathe buyers quite often find themselves in just such a predicament. There are a lot of such phrases that can be used to advantage in machine tool advertising, and while they are by no means the "whole thing" they are well worth watching for and jotting down. You will run across many of them in the daily intercourse with other business men.

It isn't altogether easy to coning the tool in operation, it is often vey the idea of noise or silence 1" left are shown two men who are if he does so he is pretty sure to vainly trying to converse in the immediate neighborhood of two metal gears, while on the right we see how easy it is to carry on a conversation from opposite ends of a room where Raw Hide gears are used. This is one of those advertisements in which the illustration pretty nearly tells the whole story, and you will find that whenever



you can save words by illustrating your idea you will save effort on the part of yourself and your readers and will increase the efficiency of your advertising. A picture can be taken in at a glance, whereas the reader must often concentrate his attention upon your printed words and study them carefully before he gets the right idea, no matter how carefully you may express it.

The advertisement of the Narragansett Machine Co. is practically complete without the type matter which appears in the lower half, for here again the picture tells the tale and draws a sharp contrast between the conditions that obtain where lockers are used and where the workmen are obliged to hang their garments on nails along the The shop owner who sees this advertisement takes in the

it is quite cleverly done in the whole idea at one glance and it New Process Raw flide Co's ad-doesn't really matter much whether vertisement which follows. On the he reads the text or not, though



be impressed if not fully convinced by the arguments it makes.

JOHN A. THOMPSON.

from the famous Lake Shore sec-) tion of Western New York.

Kings, Baldwins, Greenings, Northern Spys, Russets, Spitzenburgs, Seek-no-furthers, Etc.

Each one selected, wrapped with great care, singly in paper and perfectly packed in boxes. In single, varieties or assorted.

Delivered at your door, all charges paid, for \$3.00 per box containing 100 to 125 apples according to size and variety, cash with order. Also

Fancy Evaporated Apples

prepared and packed by us, suitable for sauces, pies, etc. Will keep indefinitely. Directions inside. .25-lb. box, \$3.50; 50-lb. box, \$6.00.

Money refunded if not as we state. We are the targest individual shippers of apples in the United States. Our cold storage capacity is 200,000 barrels.

E.M. Upton & Co. Hilton, N.Y.

A MAIL ORDER AD.

EXCLUSIVE ADVERTISING last, self-explained window dis-ARGUMENTS.

petition. He is the inventor and complex evidence.

thousands of dollars to make it things in a language he can underpopular and valuable; second, a stand without pondering over it. reasons why the reader should buy about the generalities of a comthat is condensed, containing much they need not, give much attention meaning in few words: fifth, il- to empty statements, nor intricate lustrations that prove the claims; descriptions.

plays, which convince at sight, while reviving and reinforcing the The chief shortcoming in adver- arguments used. The pivotal feattising campaigns is the lack of ure of a campaign may consist something exclusive to say. This of an auxiliary device like is the belief of Mr. John E. Ken- the valvic leather test now used nedy, Merchants' Building, Boston. by the Regal Shoe Company. Advertisers credit the public with This is interesting to the public, too much readiness to accept un- self-explanatory, conclusive, adds proved statements, and make the nothing to the cost of the shoe, can error of presenting sweeping and be pictured effectively in magazine indefinite claims that cannot carry space or newspaper, and exhibited conviction against the average in windows, shops or fairs, while reader's incredulity. By way of protected by patents so that no remedy for this defect Mr. Ken-competitor can copy nor utilize it. nedy furnishes advertisers with ex- The porous and water-proof qualclusive selling points, which are ities of valvic calfskin are so de-not only convincing in themselves, monstrated by this test that it conbut so protected legally that the vinces, at a glance, even those who most enterprising "other fellow" will not read, or who would not cannot copy and use them in com- take the time to think out a more

promoter of several commodities "Such pivotal features can not originally introduced by means of only be used to enhance the value "Such pivotal features can not such selling points. Among these of advertising, but when taken to is "Semi-ready clothing" with its a manufacturer by an advertising wardrobe system and store meagency should be the means of obthods, so successful in Canada and
taining, and holding, large approNew York City. Another is the
priations. Every commodity has
Resilia ventilating shoe, now exsome exclusive possibilities, hidden
tensively marketed in several counperhaps, but which can be developtries by large manufacturers who ed, and when the advertising man could not make any other shoe go is given these, as pivots for a with so small an advertising ap- campaign, he can command the inpropriation. A more recent ex-ample is the "Valvic leather test" ments which will double the earndevised by him for the Regal Shoe impower of the space occupied. Company, whose newspaper advertising, and recent magazine copy, he has written for the past more trade name is now comparayear. This "Valvic test" is now tively useless, for competition being strongly exploited in the among trade-named and fixed-Regal spring campaign to boom the priced articles has become keen as sale of Valvic ventilating calfskin, it used to be among nameless and used exclusively in Regal Shoes.

The public is "My method has sometimes been now buying by conviction, not by referred to as 'staging the proposi-names, and the day of the Shouter tion," said Mr. Kennedy when in- is passing. For instance, it is of terviewed. "An advertising cam- little avail to tell the reader that a paign should, I believe, have six shoe is of better leather, better cardinal points. First, a strong workmanship, etc. He wants to pivotal feature so legally protected know wherein, and why, the shoe, that it cannot be copied by imi- material, or workmanship are bettators after the advertiser has spent ter, and he wants to know these living news interest; third, palpable Readers know all they care to know the commodity; fourth, description modity, and they will not, because The advertisement

who runs may read.

the minds of all who see it.

of all future advertising. No new first sale to pay for introduction. market until its exclusive features through poorly planned, poorly exhave been carefully thought out, and ecuted and timorous financial inif possible protected, while those troduction. Among these a miscommodities already exploited by taken idea of what proper and netainly should exist in them, and ad campaign blindly, without any which are used by the salesmen in pre-concerted plan beyond the mere

must be interesting to the reader, vertising on this basis is sound, as well as to the advertiser, the and when supported by proper sell-deductions pre-digested for lazy ing system, good results may reaminds, and so presented that he sonably and surely be expected from it. But we must not forget "Most advertisers know their that mere novelty cannot be relied own side of the proposition so well on to command a market for long, that they cannot see the public's and in a new line of goods, to sell side, and many insist on airing freely against established competitheir hobbies, and certain pat but tion, the article must be definitely purposeless phrases, in costly space better and more convincingly prewhich should be devoted to strong sented, than the things in its line reasons why their goods should be which have had a footing before it, purchased in preference to others. The points in which it can be The mere reiteration of a name, or proven radically superior to pre-the prosy repetition of stale gener-decessors are therefore the features alities, commands little attention to concentrate upon and exploit, to-day, and makes small impression leaving the generalities very careupon people who are offered for fully alone. Advertising is after a cent, so much more of interest all only a magnified means of dethan they can possibly read. The monstrating such points, and of sedevelopment of a strong pivotal curing wide and quick apprecia-feature, in an advertising cam- tion of them. That it is not indispaign, furnishes material for the pensable in selling goods is proved other five essentials, namely, news by the fact that many fine enterinterest, exclusive talking points, prises have been built without ad-concise description, forceful pic-vertising. These succeeded with-tures, and strong window displays. out advertising because of exclu-Point, in window display, is one sive selling points, and a system of the things that has been too which would make them doubly much neglected. The store win- successful with advertising. But dow is undoubtedly the strongest without exclusive selling points, and most direct advertising meand with advertising, they could dium known, the cheapest, and the probably not succeed so largely. Some manufacturers use advertisaverage window display, like the ing as a means of following the average ad, is pointless, and tells retailer, loading him up with goods only by vague generalities when by making him think they will be it should supply vivid object lessons, and evidence of the printed as a means of fooling the public claims. The valvic test of the but it all amounts to the same Regal Company, for instance, not thing in the end. Unless the aronly attracts and convinces, but ticle has the merit to command remakes a lasting impression upon peated purchases from those who buy, it is doubtful whether it can "Exclusive selling points, and be profitably advertised at all, for proofs should I believe be the basis it usually costs all the profit in the commodity should be put upon the But many good propositions fail mere names, trade marks, and gen-eralities, should be explored for chiefly responsible for the fiascos, the exclusive qualities that cer-Too many advertisers go into an selling them. Sometimes these decision to spend a given sum of can be patented, while in other money for space, on trial, because cases the protection can be secured some competing firm spends that only for the most effective method sum in publicity. Such advertisers of demonstrating the feature. Ad- are usually troubled much less

space than they are about paying the bills for the squandered col-Any sort of umns afterward. Arabian Nights' story, or 'Mary had a little lamb' jingle, is deemed by them good enough to lay before millions of the shrewdest and most incredulous people in the world namely-Americans. Not only must the successful advertiser of the future avoid wind and jingle, and present definite 'reasons why' to consumers, but his claims must not fit any other competing line, and must be partially proved when stated."

It is not always the largest appropriation that sells the most goods, and many firms credit to poor advertising results which belong chiefly to a sound selling system, and to convincing reasons given by good salesmen to their customers. Such system and such reasons are the vital things in advertising, as well as in selling, and without them all the rest of it is chiefly vanity and publishers' profit.

JAS. H. COLLINS.

NOTES.

A NEAT booklet comes from the West Branch National Bank, Williamsport, Pa. In brief space it contains sound arguments, and the only improvement one can suggest would be a trifle less display.

THE Red Book Publishing Co., Kansac City, issues a little guide to that town which is commendable for compactness and probably for accuracy, Mr. A. W. Stykes, its advertising manager, thinks that the merits of such guides as advertising mediums have never been fully set forth, and believes that they exert a desirable influence upon the transient visitors to any city.

The "Maritime Express" is the crack train of the Interlocal and Prince Edward Island Railways, Canada. It runs between Montreal and Halifax, and to keep it in the minds of business men these roads issue a monthly desk calendar upon which is printed a halftone view of some notable place on the route of the train. These views appear in geographical order, beginning with Montreal. The idea is good, and might have been carried out on a more elaborate scale.

FROM the Lewis Advertising School, Philadelphia, comes a packet containing a half dozen very interesting booklets regarding the course of instruction, the ability of the instructors, the success of students, the facilities for furnishing trained advertising men to business houses, the general prospects in the advertising field and other matters. Each brochure is informing, well made in the

about the copy which goes into that mechanical details and conspicuous for space than they are about paying a much better grade of English than that emanating from certain institutions.

A BUREAU of criticism has been opened by the editors of Ainslee's Magaine, and cash prizes are offered for the best suggestions for improvements in its contents. While the chief object is to ascertain readers' tastes in stories and general matter, the competitors are asked to state their opinions of the cover, and each is required to name the advertisement in the last issue that appears to be cleverest and most convincing. The replies to this latter question would doubtless furnish vital hints for general advertisers.

advertisers.

"NINE Men from One" is a booklet from Calkins & Holden, 1135 Broadway, New York, showing the method of illustrating advertising with photographs from live models. A clever actor was made up as a bricklayer, carpenter, paperhanger, engineer, butcher, porter, plasterer, farmer and billposter to illustrate the workingmen's clothing made by Legler & Company, Dayton, Ohio, and the pictures were used on mailing cards. Halftones from women models are also shown. The pictures have a high degree of beauty and individuality.

EXAGGERATING PICTURES.

The picture here shown is taken from an ad of a remedy for blackheads and pimples. It is one of those illustrations which esthetic persons find repulsive and which



theoretic ad-experts denounce as impossible. Nevertheless it is a mighty strong illustration that becomes the more effective from its rather exaggerated portraying of things with which the people are familiar.

Hove my love with an "M"

If you want to learn this great method of business-building—the life of the business world—you should know how to advertise. PRINTERS' INK will teach you.—Wm. C. Meintzer, Easton, Md.

No mercantile establishment should be without PRINTERS' INK. It is a current encyclopedia of the newest and best forms, styles and compositions of money making advertising.—Mayo C. Mitchell, Washington, D. C.

"American advertising is the best in the world. PRINTERS' INK has made it so." Even "back numbers" of the journal form an interesting and instructive library of successful advertising—examples and information.—Charles M. Meredith, Perkasie, Pa.

PRINTERS' INK, the Little Schoolmaster in the art of advertising, is the adver-tising man's "brain food"—for it stim-ulates his thoughts—awakens new ideas —and puts him right—not only on advertising but on his general business.— Geo. L. Marsh, Chico, California.

PRINTERS' INK is the multum in parvo PRINTERS' INK is the multum in parvo of all journals on advertising; fifty-two times a year it will reach you to drive away gloom and let in new energy. It will put you in touch with people, systems, ways, help you avoid errors and teach you to bring people to you through good advertising.—Jos. W. Musselman, Los Angeles, Cal.

PRINTERS' INK is a pilot for every business man. It helps to steer the

PRINTERS INK 15 a pilot for every business man. It helps to steer the new advertiser into the harbor of successful publicity. The Little School-master, as it is affectionately called by its friends, teaches its readers why and how they should advertise.—Andrew C. Murphy, Chicago, Ill.

Do you doubt your ability to get up business bringing advertisements? Study PRINTERS' INK. Do you want ideas on style, force, and character in advertising? Go to PRINTERS' INK. Would you have light on the newest—the brightest—the best in advertising? It's in PRINTERS' INK.—David Murray, Ashlund Wille. land, Wis.

PRINTERS' INK is the best authority extant in its particular field. It is as extant in its particular field. It is as the compass and charts of ships, afloat on the sea of publicity. It has grown with the industry it created. It is the guide that led men to success, often bringing them from humble positions to be the heads of vast enterprises.—T. M. McCiure, Alto, Texas.

PRINTERS' INK, the Little School-master in the art of advertising, is the silent partner of thousands of business men-their assistant, advisor, pusher and

business builder.

PRINTERS' INK furnishes the information to the business man, advertiser and adwriter that makes their work up-to-date-attractive—convincing and inter-esting.—Erness M. Myers, Crawfords-ville, Ind.

PRINTERS' INK is the advertiser's com-PRINTERS' INK is the advertiser's compass pointing the way to success. It not only points out the right path to follow, but locates the rocks, the reefs and the shoals upon which advertisers have been wrecked, and of which those who wish to succeed must steer clear. It is practical, common-sense, pointed and logical.—W. S. McMath, Dallas, Texas.

PRINTERS' INK is the established authority on advertising and gives food for thought to those who wish to reach out for business. It deals with the cold hard facts—those that are indispensable

hard facts-those that are indispensable for a successful advertising campaign. It teaches the novice to avoid in appropriations and to secure the most desirable results with as small an out-lay as possible.—Middleburg, Pa., Post.

The Little Schoolmaster is brimful of suggestions, helps and ideas. It is the suggestions, neeps and ideas. It is the school at your office that teaches you to advertise to win. It teaches how to use newspaper space, how to advertise out of doors; how to do it by circulars, when to advertise, when to retrench, when to expand, how to get returns for your money, how to write an ad that will be read.—Edward Morton, Calgary, North Western Territory, Canada.

We read PRINTERS' INK here and like it because it gathers a large mass of vital it because it gathers a large mass of vital information every week—more than any dozen other journals of its class so far as quantity is concerned, and with good sense and discrimination in respect to quality. In the course of the year we get many helps and hints from its pages—things that can be applied directly to the advertising projects that we have in hand.—Advertising Manager for Montgomery Ward & Co., Chicago, Ill.

No mariner puts to sea without compass and no merchants can hope to succeed in business without a chart. For rade between America on the West and India on the East, no better commercial compass can be obtained than PRINTERS' INK, the Little Schoolmaster in the art of advertising. An illustrated technical weekly trade journal for manufacturers, inventors, wholesale and retail dealers.

—S. P. Mason, Bungaloo, India.

PRINTERS' INK, the recognized authority on good advertising. Has a larger clientele than any other trade journal in the world.

The problem of advertising is one of Ine problem of advertising is one of the most important of the many which confront the business world of to-day. Men differ as to the ways and means but they do not differ as to the neces-sity for it. If you want to profit by the experience of others—those who have made the subject their business, and who are experts—read PRINTERS' INK, the leading advertising journal of the world.—W. F. Metten, Wilmington, Del.

world.—W. F. Meiten, Wilmington, Det.

If you, or whoever writes your advertising, would read Printers' Ink
regularly, your business would feel the
good results. Every issue of Printers' Ink
reads, copies of successful ads, and the
experiences of well known advertisers.
You get a knowledge of advertising
means and methods. If the amount you
spend in advertising is moderate, there
is all the more reason why you must
make it go the farthest possible.—J. F.
De Merritt, New York City.

The young man, to be successful in business, should have a thorough knowledge of advertising. That is why every young man should read Paintess' INK. It is the brain center of the advertising world. All the best ideas and opinions of the leading business men on advertising are discussed therein. Its practical advice on subjects pertaining thereto and its facilities for obtaining news thereon make it a valuable business guide. It is edited by men thoroughly grounded in advertising methods, and able to give advice of great value and importance. The medel advertisements which appear in each issue serve as valuable studies for the beginner. It will help the young man to build a solid foundation of useful knowledge in advertising.—Fred P. Menizer, Lancaster, Pa.

You've heard of advertising correspondence schools? Of course you have! The woods are full of them! The first claims to have started some seven years ago, but let me tell of one which has been doing business twice as long. The lessons, published weekly (every Wednesday), are logical, lucid and interesting; given in an impartial spirit; read and reread with interest by the student. Indorsements of students; those of long experience have no undecided tone, but are vigorous in assertions of approval. The school here referred to is better known as PRINTERS INS, a vigorous advertising journal, packed full of practical, workable advertising ideas. A lesson each week—fifty-two a year—each lesson liberally and plentifully supplied with salable, workable, business-getting ideas. The get-up-and-get kind that make you more of value to your employer.—G. Tyler Mairs, Upper Troy, N. Y.

PRINTERS' INK each week contains advertising information of interest to wide-awake merchants worth the entire year's subscription. It tells you how to advertise, and gives you samples of the very best ready-made ads to be had.

PRINTERS' INK, the Little Schoolmaster in the art of advertising, is all that the name implies. It is to the young man just entering the busy business world what the first reader is to the young tot just entering school. It is the foundation of a practicable business education. It leads you through the different branches of advertising, helps you over the rough places.

One year's subscription to PRINTERS' INK will furnish you with more reliable information pertaining to advertising and will do more to make your business a success than any advertising school in existence.—W. F. McLain, Elwood, Ind.

PRINTERS' INK, so far as size goes, is literally the Little Schoolmaster, but when the educational influence of its pages is taken into consideration it's a Gulliver among the Liliputians. The Little Schoolmaster's scholars are not confined to any place or people. Wherever the mails carry him there is his school-room, and the graduates from his school are numbered by the thousands. His aim is to teach everybody that has anything to sell the best way to sell it, and the basis of all his teachings is con-

tained in these words: "Tell the buying public what you have to sell, and
tell them in a common-sense way why
it will be to their advantage to buy
from you." The Little Schoolmaster
not only teaches this himself, but he
gets his successful pupils from week to
week to teach the same thing from their
own experience, and the best thoughts
of teacher and scholars appear every
Wednesday.—Robert A. Miles, Richmond, Va.

mond, Vo.

Printers' Ink is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. To-day it's known to be the business itself. Advertising is a new force—almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science. The thing most needed for the developing of this new force is definite knowledge about it. Printers' Ink has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents, more than ever—the best thought and endeavor of those men who are developing publicity. The Little Schoolmaster in the art of advertising is not an empty title. The mass of information which Printers' Ink has printed in its four-teen years of existence has had more direct bearing upon the developing of business in the United States than any other single factor. It has established a place for itself that enables it to get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past—they are contributed in the present and will do so in the future. When new facts about advertising develop, they naturally drift to Printers' Ink.—J. de Menezeo, Oakland, California.

PRINTERS' INK guides the great throng of the world's advertisers. It is looked for and sought after, imitated and quoted and its teachings followed. It is invaluable to the young business man because it gives information that cannot be had in any other way except through years of expensive experience. It tells of the successes and failures of business men who have made their business through publicity. It is the advertising encyclopedia of common sense.

Business men, especially young business men, should read Printers' INK, a journal for advertisers, because it teaches the principles of good advertising, not from theory, but from the experience of a third of a century. It gives, each week, the advertising experience of the world's successful business men. This is invaluable to the young business man as an educator, and has led many young men to a successful advertising career. If you are a clerk or bookkeeper you should not fail to read it, because with a proper understanding of the principles of advertising you are better qualified for promotion to a higher and better position with your employer, which means a larger salary.

The world wants men with good,

common horse sense to handle its advertising. Every business man and every business man's employee, who wants to make a success in advertising should begin by reading Pakirkas' INK, because it teaches the first and fundamental principles of advertising, not from theory but from the experience of nearly a third of a century.—Forest B. Moore, Sunbary, Ohio.

Moore, Sumbury, Ohio.

The leading authority on advertising in the United States is a weekly magazine called PRINTERS' INK, affectionately and rightly called the Little School-master in the art of advertising by its thousands of pupils. You can ask any big advertiser in the United States about PRINTERS' INK, and he will tell you that you can learn more things, and better things, and truer things, and more help-ful things in it about advertising than in all other mediums and schools and colleges put together.

The ways of advertising a dry goods store or a saloon, a grocery or a doctor, a butcher shop or a lawyer, a shoe shop or church, a clothing store or a sawmil, are as endless as time. There are a hundred ways to advertise every business, every profession, every pursuit. Some of these are wise and some are foolish. Experience is the compass that points out in advertising the right from the wrong, the good from the bad. There is a weekly publication called PRINTERS' INK, which undertakes to tell its readers what is good and what is bad in advertising. What it tells is based largely upon experience, but theory in advertising is given for whatever it is worth. PRINTERS' INK gets at advertising facts as a miner gets at gold—by digging for them whenever they are to be found. It is the one magazine among the many that every young man and old man, every boss and every employee can read to advantage, because it tells so much about a vital subject so little understood.

PRINTERS' INK covers advertising as completely as the Standard Dictionary covers the English language. It will teach advertising as a grammar will teach correct forms of speech, as an arithmetic will teach how to add, subtract, multiply and divide.—B. Marshall, West Orange, N. J.

The ethics of advertising may be easily learned if you seek in the right direction. PRINTERS' INK, the Little Schoolmaster in the art of advertising, will tell you. It is the adwriter's text-book—the advertiser's counsellor—whose teachings have laid the foundation of many a successful career.

Success in business depends chiefly upon three things: The business itself. How it's conducted. How it's active the business being all right—the thing offered something the people want—demand may be created for it by intelligent, persistent advertising. Farragas' INK, the Little Schoolmaster in the are of advertising, gives each week the accumulated experience of those who have become past masters in the school of advertising. Nor is the ability to learn from it how to write good advertisements the only good thing about PRINTERS' INK. It publishes each week

examples of good advertising—original, specially written ads, adapted to various lines of business which will be found helpful to those who haven't the time or the disposition to write their own advertisements.

The adwriter, whether professional or amateur, who would produce clever work and write convincing, business-bringing ads should read Printes' Ink. Likewise the advertiser—large and small—who wants to improve the quality of his advertising and increase the volume of his business. Printes' Ink teaches modern methods of adverting—the construction and disposition of adverting that advertises. Within its pages each week the student will find many valuable lessons and practical suggestions—lessons drawn from the school of experience, rich in money making ideas beneficial alike to novice and expert. It is a recognized authority and text-book on the subject of advertising—the pioneer in its field—whose teachings have helped to success many an ambitious young man and woman—laid the foundation of many a prosperous business.—T. R. Manning, Henderson, N. C.

PRINTERS' INK is a Little Schoolmaster in regard to size as a publication, but its subject matter has been, and is, productive of gigantic results to the many hundreds of business men who have heeded its teachings in the past. And to the young business man of to-day it teaches the best methods of increasing his business by the use of printers' ink—the infallible remedy, judiciously employed, that leads on to fame and fortune. The Little Schoolmaster is the greatest known specialist in the use of printers' ink.

The advertising field is a grand one for the intelligent young business man. Advertising is a new profession, still in its infancy, and with illimitable possibilities. PRINTERS' INK is the best of advertising teachers and advisors. With it the young man has an immeasurable advantage over the advertisers who have it not. Just one word, a phrase, a paragraph, an idea, utilized from its columns, may make your ad each week a business winner. Its main object is to encourage you to be original, to work out your own ideas and plans, not to be a mere copyist; but it gives you a thousand pointers upon which to base arguments to the public.

The importance of advertising is being more fully appreciated by the progresive business men of to-day. To understand advertisement writing, prepare copy for the printer and to know when and how to advertise will greatly increase the value of the services of any young man seeking a position in the commercial world. To the young business man starting out for himself the Little Schoolmaster will prove a veritable gold mine of ideas, suggestions and good advice. More good "horse sense" will be found in one issue of PRINTERS' INK than could be learned by listening to a five-hour lecture on advertising.

I have an abiding faith in the value of advertising. I want to see more good advertising—the kind that brings results. To that end I call the attention to the best school of advertising I know—the regular study of PRINTERS INS, a weekly encyclopedia on the art of successful advertising. The chief desideratum in your advertising is to get there! With PRINTERS INK you'll get there Eli! Do you know why the white space in one man's ad is worth more than the reading matter in another's? PRINTERS INK tells you the philosophy of it! Are you a merchant who is failing behind your competitor because his ads are better than yours? Then you need PRINTERS INK, the Little Schoolmaster in the art of advertising. It is practical, progressive, proficient, clear, concise, consistent. Its worth to every person that advertises is incalculable. You are placed cheek by jowl with the newest fads, the latest examples of advertisements of all kinds. It is crammed full of useful helps, timely hints, bright suggestions. The department is a confidential friend that warms your heart and rustles your energies. You are privileged to use the ready-made ads for yourself. It is valuable to the smallest tradesman and the largest corporation. It's the best friend you have on earth besides mother. A chief value of PRINTERS' INK to the young man whose business or pleasure or desire it is to prepare the ad copy for the printer is this: By reading it each week he gradually absorbs wisdom on the subject, and ere long finds that he has acquired a style and the knack of making his ads sound right.—C. J. Moore, McComb, Ohio.

Advertising, in its various forms, now being generally recognized as an essential part of every business, if not the very essence of it, upon the degree of intelligent application of this vital force depends the measure of success. Sure results are obtained only by earnest work, governed by the experience and

Moore, McComb, Ohio.
Advertising, in its various forms, now being generally recognized as an essential part of every business, if not the very essence of it, upon the degree of intelligent application of this vital force depends the measure of success. Sure results are obtained only by earnest work, governed by the experience and advice of those who have faithfully explored the advertising wilderness; but when the way is clearly pointed out, however, there is no need of wavering or falling by the wayside. Business men of to-day, and especially young men whose ways are not set, are particularly fortunate in having offered to them the service of a trustworthy guide and counsellor, Printers' Ink, a weekly book of authentic information on all forms of advertising. For twelve or fourteen years this pioneer has diligently cultivated the fertile field of advertising—explaining, illustrating and demonstrating the good and exposing and demolishing the bad. Printers Ink treats of advertising as a business condition, not a theory, a very necessary cog in the wheel of trade. It tells the truth. Like the surgeon's knife it often hurts, but its purpose is to cure advertising defects, no matter how vigorous the treatment required. During its comparative ly short but extremely educational service it has done more to promote advertising as a feature of all business—aye, as a very business itself—and to develop keen business talents and ambition than any other force in the world.

The publisher of the Danvers Mirror has received more benefit from PRINT-ERS' INK than from any other source whatever and is certain that its instruction has enabled him to make a much greater success in his business than he

otherwise would have done. This is the testimony of thousands of young business men all over the land, whose gratitude to this valuable advisor and friend is of the sincerest sort.

PRINTERS INK, the world's leading authority on all kinds of advertising—good, bad and indifferent—is a weekly journal embodying the meat, pith and vital substance of practical, hard-headed, sensible business getting. It is crammed full of common-sense, experience and sound advice. It is especially helpful to the young business man.

PRINTERS' INK holds the torch of good advertising aloft for the young business man and taithfully points out the inevitable way to success. In an interesting and definite manner it steers the man of business in the paths of prosperity and away from those of adversity.

There are many advertising pitfalls for the unwary. PRINTERS' INK keeps you out of them. Unlike religion, advertising cannot be "experienced." It must be learned. PRINTERS' INK is the Little Schoolmaster.

As the druggist learns his profession from the pharmacopeia, the physician from materia medica and the lawyer from Blackstone, so the young man of business can receive a practical education in all forms of publicity from Pannzez Inx, a weekly magazine of authority. Its publishers have made a success of advertising. Its pages are fairly saturated with advertising knowledge, and its reader is so completely enveloped in an atmosphere of advertising that he absorbs it and becomes proficient, without a conscious effort. He is warned of advertising pitfalls and directed in the paths of prosperity.

PRINTERS' INK advises concerning the preparing and placing of advertising—newspaper, street car, billboard, outdoor and novelty; discusses booklets and the various other forms of printed matter; tells about window dressing; describes unique plans and contests, odd signs and devices to attract attention; produces examples of good and bad advertisements; gives ready-made ads advertisements; gives ready-made ads advertisements; gives ready-made ads advertisements; reprints terse opinions and suggestions from the leading trade papers; publishes correspondence from bright writers dealing with one form of advertising and another; issues frequent numbers treating extensively of advertising particular kinds of business; makes criticisms and suggestions all along the line; describes engraving processes; gives portraits and sketches of notable advertisers; treats in a comprehensive and definite manner every other department of profitable and unprofitable publicity and allied interests. Printers' Ink inspires thought and stimulates action. It teaches short cuts to successful results. It brings out latent ability and disseminates the best thought of the best men in advertising. The men who make Printers' Ink diaboriously up the long and winding stairs. They stood the grind, experienced the knocks, explored the myster-inced the knocks, explored the myster-inced the knocks, explored the myster-

ies and paid the bills to learn about good and bad methods and media, the ways and means to the coveted end. Every department of business-getting and business-building is covered by this Little Schoolmaster in the study of advertising. Every expression is presented in such a direct, sensible, reasonable and rugged way that none can fail to be and rugged way that have benefited no matter how limited his sphere or how broad his opportunities or accomplishments. It occupies the center of the business platform. Its position as leader is so thoroughly established that the base of the platform the most eminent. leader is so thoroughly established that it is able to draw from the most eminent sources of knowledge. New ideas, as well as the successful employment of old ones, are immediately presented in its columns. The reader is kept in close and constant touch with the most alert business minds in the country. Among the numerous practical features are crisp interviews with men who have made fortunes by advertising and have made fortunes by advertising who explain just how they accomplished satisfactory results. If failure was ever encountered they tell of it with equal candor, enabling others to avoid it. No one man or publication can hope to know all there is to learn about advertising, but PRINTERS' INK comes as near getting all there is to know of the subject as any human agency can come. It is a veritable storehouse of the best experience and opinions of the master minds of practical business.

When I entered the employ of the Danvers Mirror I had little knowledge of business and none whatever of advertising, printing and publishing. Having no opportunity at first to become familiar with the department of management and feeling the need of definite advice and instruction, I began to read PRINTERS' INK, a journal for advertisers. I have not missed a copy for thirteen or fourteen years. To its instruction I largely owe the good measure of success I have experienced. It has inspired, stimulated announced and definitions of the property of the support of the support of the property of the prop success I have experienced. It has inspired, stimulated, encouraged and directed me. I have depended upon it and found it a safe leader. Circumstances led to my somewhat unexpectedly buying the business of my employer. I was suddenly thrown on my own resources, and it was then the knowledge resources, and it was then the knowledge that I had gained from this Little Schoolmaster gave me confidence and support. I put into effect many of the ideas that I had obtained from it, with the result that in a comparatively short time I doubled the business in a limited field, and now have as thoroughly equipfield, and now have as thoroughly equipped an office and as good patronage as any printer in a town the size of Danvers in the country. It is no departure from the strict truth to say that this satisfactory outcome is chiefly due to the thought-training which I received from PRINTERS' INK, and by following the suggestions, opinions and experiences of practical and successful men as found in the columns of this weekly. The of practical and successful men as found in the columns of this weekly. The benefit of reading PRINTERS' INK was almost immediate. Armed with but few months of its tutoring, and with information from no other appreciable source, I entered an extensive advertisement writing contest and was one of the ment writing contest and was one of the prize winners. The successful contestants' names were given in PRINTERS' INK, and shortly I received an offer from a merchants' trade paper to con-

duct its ready-made advertisement de-partment, which I did for some years to the satisfaction of the publisher, until to the satisfaction of the publisher, until my rapidly growing business required my whole attention. During the past few years I have won eighteen or twenty prizes in contests of various kinds, and the knowledge which I applied I can trace in almost every instance to the good drilling which I obtained by reading PRINTERS' INK. In one of the contests I had 2.160 competitors. I have ing PRINTERS' INK. In one of the contests I had 2,169 competitors. I have also prepared a lot of advertising for people in different parts of the country. PRINTERS' INK treats of well-nigh every known kind of publicity, without which, in one form or another, there would be no commercial enterprises of any importance in the world I have had such confidence in it that I have given paid-up subscriptions to the leading business men of the town, and have seen their advertising greatly increased and improved thereby.—Frank E. Moynahan, Danvers,

NOT AN ADVERTISED BRAND.

NOT AN ADVERTISED BRAND. "What's the trouble, Henry?" asked his wife. "Wasn't the majority as large as you expected?"
"I'm not thinking about the election, Jess," gloomily replied the statesman, whose admiring constituents had returned him to Congress for another term. "You remember there is a brand of five-cent cigars named for me? Well, they're selling them two for five cents now."—Chicago Tribune.

Our happy hits in advertising are made usually when we have put much of humanity in what we say. When we unbosom ourselves to the public and tell the whole truth we get the best response.—Mark Bennett.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

WANTED-Novelties for the mail order trade. Send samples and prices. SAWYER & BOYLE, Dover, Me.

WANTED-To help everybody make \$100 and more per month. THE SCHEMER, Alliance, O., tells how. Ask for copy.

MORE than 200,000 copies of the morning edi-tion of the World are sold in Greater New York every day. Beats any two other papers.

WANTED—A second-hand linotype. Must be late model and in first-class condition. Terms reasonable. Address "LINOTYPE," care Terms reason Printers' Ink.

A DVERTISING student, also experienced sten-ographer, desires position as assistant to advertising manager. Best of references. Ad-dress "M.," care Frinters' Ink.

CUTS WANTED—I want to hear from some-body who has new or second-hand fruit-flower and vegetable cuts to sell. Can use a job lot at reasonable price. Name what you have and price. A. F. HENNING, Nacogdoches, Texas.

S IDE LINE FOR SOLICITORS—Local agents

yanted to sell space in a medium which is
a business bringer for hotels and other houses
that are after the patronage of travelers. Correspondents must be of good standing. Exclusive territory. Commission only.

"OLD ESTABLISHED," care Printers' Ink.

A NEW YORK Advertising Agency wants an outside man, young, of good address, etvil, of the president, but not cheekly, having some office of the president of th

A YOUNG man as present employed as circu-lation manager of a prominent daily, is open for an engagement where practical experi-cates and keen business sugardly are essential-ted to hold it, but for personal reasons I desire to again locate in New York City. Prefer to hear from advertising agencies. Have sufficient knowledge of the merits of advertising, etc., to handle inside or outside work. Willing to assume position temporarity in where the prove capabili-ties. Address "MERITA", "are Printers' int.

ADVERTISING MAN, who has had supreme control of a successful business for nine years and has reached the limit of his advancement in this position, is open for engagement where extensive experience and keen business sagacity will be appreciated and rewarded. My present position is mine as long as I choose to remain. I have written books on advertising and have taught the subject. Can handle heavy correspondence by dictative properties and properties of the p

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. THE SHAW-WALKER CO., Muskegon, Mich.

ARTIST.

DRAWINGS and designs in color, wash, pen and ink for books, catalogues, covers and effective advertising. WM. L. HUDSON, 156 Fifth Ave., N. Y. Phone 2381-15th St.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to eash buyers.

CALENDARS.

M OST artistic line of advertising calendars ever offered. Write for price list.

BASSETT & SUTPHIN.
45 Beekman St., New York City.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mir., 178 Vermont St., Buffalo, N. Y.

Mir., 178 Vermont St., Bullaio, S. X.

MALLING MACHINES—No type used in the
M Wallace Stendil Addressing Machines, which
address wrappers, envelopes, etc., at the rate of
100 per minute. A card index system of addressing, a great saving of time and money, used by
Frinters' Ink, Butterick Pub. Co., Cosmopolitan
Mag., Leslie's Mag., the Ellis Co., A. D. Porter
Co., Comfort, Augusta, Me.; Cushman Couple,
Pub. Co., Chicago; Press Pub. Co., Chicolin,
Neb., and scores of others throughout the
country; write us for terms and circulars,
WALLACE & CO., 29 Murray St., N. Y. City.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

HALF-TONES.

NEWSPAPER half-tone is a good tonic to hus-tie a sluggish circulation. Try some. STANDARD PHARMACY, 61 Ann St., New York. 7.5 C. NEWSPAPER HALF-TONES, single co'60, 85 or 100 line screen. Delivered when
cash accompanies order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

FOR SALE.

PLATES for printing paying mail order books.

NATIONAL INSTITUTE, Glen Ellen, Cal.

THE CHARLOTTE NEWS and TIMES-DEMO-CRAT have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS as reasonable rates It carries more advertise-ing than any other North Carolina daily.

44 THEORY AND PRACTICE OF ADVERTIS-ING" now 75 cents. Second edition will soon be issued and price will jump to one dollar. Send 75 cents to-day to the author and publisher, GEORGE W. WAGENSELLER, A. M., Middle-

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 253 Broadway, New York.

THE book of books for the Advertiser and the Adwriter, "Theory and Practice of Advertising," the first and only text book on Advertising, the first and only text book on Advertising in the world. Price will soon be raised to one dollar. At present 75 cents, postpaid, GEORGE W. WAGENSELLER, A. M., Author, Middlebury, Pa.

Middleburg, Pa.

**L EADINO NEWSPAPERS," a handbook for PRINTERS INK, is now ready for delivery. Every adwriter and every student of an advertising school should add this book to his working out-fit. It's a handsome volume, substantially bound sent postpaid upon receipt of one dollar. Seven separate chapters give breezily written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Adverse PRINTERS INK, 16 Spruco Street, New York.

MISCELLANEOUS.

PICTURES FROM LIFE for advertising and illustrative purposes. FRANK G. BARRY 111 Nassau St., New York.

PRICE on "Theory and Practice of Advertis-ing" will soon advance to \$1.00. 75 cents now does the trick-80 complete lessons-posi-paid. Foreign money orders should be payable at Sunbury, Pa. Order now. GEORGE W. WAGENSELLER, A. M., Author, Middleburg, Pa.

at Sunbury, Pa. Order now. GEORGE W. WAGENSELLER, A. M., Author, Middleburg, Pa. THE management of every live newspaper wishes to increase business—daily—weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective construction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. Art of Advertising, is the proposition of the pro

100 STYLISH Business or Visiting Cards, \$3 PER 1,000. Less for more; any printing, Lace Pfg. Co., Smithville, Tenn.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., is Vandewater St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 860-page list price illustrated catalogue, published annually, Sat lesse now ready, free. S. P. MTERN COLV. 55-068 Baiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special
cheap talking machine. 250,000 worth of our
mandoline and guidare used in a single year by
one firm for premiums. Write for this catalogue
to PREMIUM CLERK, Lyon & Healy, 199 Wabseh
Avo, Chicago.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTER-PRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063.
The Brockton ENTERPRISE covers the city.

A DVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy. A NY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaran-teed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N.Y.

TRY the "Post." You always get astifactory results. 20 cents an inch flat rate. Reading notion in Pennsylvania. "POST," Middleburg, Fa.

THE leading weekly of Central Pennsylvania. Is used by nearly all the general advertisers. Display, 30 cents an inch flat rate. Reading notices, 5 cents a line, brevier. "POST," Middleburg, Pa.

\$10 WILL pay for a five-line advertisement four weeks in 100 lilinois or Wisconsin weekly newspapers. CHICAGO NEWSFAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

A DVERTISE in a weekly that brings results. The people here are prosperous and earning money. They spend it, too. Do you want some of it 1 20 cents an inch display. 5 cents a line reading notices. "POST," Biddleburg, Pa.

The resulting most of the control of

THE FREEMAN, the national organ of the Regroes. It is supreme in this field. A valuable mail-order medium-reaching a class of customers not now reached by your present system of advertising. Advertising returns are the convincing arguments of its circulation. Not to surprise you would surprise us. Advertising rates on application. GEO. I. KNOX, publisher, Indianapolis, Ind.

THE NATIONAL FARMER AND STOCK I GROWKE is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-date agency, or the publisher, PHILIP H. HALE, 618 Grante Building, St. Louis, 800.

EXCHANGE.

EXCHANGE what you don't want for some-thing you do. If you have mail order name, stock cuts or something similar, and want to ex-sure the source of the source of the source of the PRIFTERS DIK. There are probably many per-sons among the readers of this paper with whom you can effect a speedy and advantageous ex-change. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

ADVERTISEMENT CONSTRUCTORS.

MAIL-ORDER ADV'G written and planned. EUGENE KATZ, Boyce Bidg., Chicago.

SE a stamp to learn why my ads sell things. ED. C. BARROLL, Adwriter, Farmington, No.

B. MERRITT, Writing, Printing and Illustrating for advertisers. Gd. kapids, Mich. E DWIN SANFORD KARNS, writer and pro-table publicity, 571 East Forty-third St., Chicago.

I WRITE paying ade, booklets, circulars and circular letters. Particulars for the asking. CHAS. G. GROFF, Bryan, Ohio.

HENRY FERRIS,

918-920 Drexel Building, Philadelphia,
Adwriter and business adviser. Write.

JOHNSON writes talk that wins business, at prices consistent with service rendered. Ask for samples. 45 Ky. Ave., Lexington, Ky.

BANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. ART LEAGUE, New York.

FAME, N. Y., says: "Benjamin Sherbow knows how to get out a business booklet." My clinical agree. Send for samples. BENJAMIN SHERBOW, 1019-1031 Market 54. Philadelphia.

WHY not order a copy of "Theory and Prac-tice of Advertising" to-day ? 75 cente now. Price will soon advance to \$1.00. Make foreign monsy orders payable at Sunbury, Pa., and do-mestic orders payable to the Author, GEORGE W. WAGENSELLER, A. M., Middleburg, Pa.

A DWRITERS and designers should use this column to increase their business. The price is only 55 cents a line, being the cheapest of any medium published considering circuiscessful advirters have won fame and fortune through persistent use of this column. They began small and kept at ft. You may do likewise. Address orders, PRINTERS'INK, 10 Spruce St., New York.

On SATURDAY AFFERNOON and one evening of every week I am at leisure. I would like to get in touch with one or two good firms who could keep me busy on these two occasions. I write sound, sensible, convincing ads; am a practical printer. No fancy prices will be asked, nor will I handle "five for a dollar" ads. Am making good money now, but can make more withoutflurting myself. C. A. B., of N. T., knows me and will back me up in everything I say.

may.

Write me quick and we will talk it over.

"ADVERTISING MANAGER," Leroy Eng. Co.,
14 and 16 South Fifth St., Philadelphia.

The Test infallier.

Actual Advertising is vastly more than a mere bragging match. When a man's mental measure is to be taken, an inch of performance in the performa

COMMERCIAL A

GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y. MATTER SENT TO MR. ETHRIDGE. READERS OF PRINTERS' INK WI

A contributor to Printers' INK solid enjoyment than the jokes and of March 4, reproduces some trade- puzzles in the newspaper departpaper advertisements and calls at- ments devoted to that purpose. All tention to the immortal truth or this hasn't anything in particular error-whichever it may be-that to do with the case, except that no man is fit to make a mechanical the West Shore Railroad employs painful picture, to which he calls road man as a designer, and his going to caliper a shaft and isn't is evident that he belongs in the holding his micrometer the way he Adirondack region, and he is probshould. Of course, the captious



No.1.

might argue that the man has just turned his caliper up in the wrong position in order to examine it critically, but this would be accounted a mere flippant evasion by the many who insist that the only man who can make drawings or write copy for mechanical advertising are the men who hold union cards showing them to be mechanics in good and regular standing.



Following this line of argument to its logical end, we arrive at the interesting conclusion that the only man who can write and illustrate ads for picks and hods are the men who swing the picks and carry the hods. This thought will prove much more entertaining as the basis for a long winter evening of

drawing except a mechanic. One a practical and experienced railattention, shows a man who is work is revealed in Number 1. It ably an engineer or fireman who loves the curves of the mountain country and abhors the straight runs of the direct line up the Hud-The curve and the twist are very pretty in their way, especially among charming scenic surroundings, but in the lettering of adver-tising designs it is far better to stick to the straight, clear, level road. You don't use as much steam and nerve force, but the result speaks for itself, as witnessed in Number 2.

A SYSTEM of deception is more easily practiced in small cities like Detroit, Indianapolis, Toronto, Quebec, Montreal, Washington, Baltimore, etc. In all these cities there are papers living upon the claims of big circulation, when in reality they have very small circulation, so small that when they are found out, the deceived advertisers are righteously indignant.—M. Lee Starke.

ILLUSTRATED EXPRESSION.



MAKING A NAME FOR HIMSELF.

ADVERTISING MONUMENTS. Boston, Feb. 28, 1903.

Editor of PRINTERS' INK:

I have read with much interest the article about the advertising of monuments which appeared in PRINTERS' INK of February 25. Possibly you may be interested in a little further information on the topic from one who has given

it some attention.

Eight or nine years ago, as near as the writer can recollect, in casting about for possible new customers, it occurred to me that possibly the granite manufacturers of Quincy, Mass., could be interested in some advertising in which they could all take part and the expense of which could be shared among the different firms. I believe my idea was that as some other granites were coming more and more prominently into the market to compete with the old Quincy granite—so long and favorably known—it would be a good idea for some scheme of exploitation of the Quincy article to be instituted in order that it might maintain its proper place as a desirable material for cemetery and other work. Having the acquaintance of a number of granite men of Quincy I had little trouble in obtaining permission to present my plan at a meeting of the Quincy Granite Manufacturers'



Association. There was a goodly attendance, and considerable interest was manifested. I recall that I stated the case as well as I could and that I answered some questions that were asked by various members of the Association. However, it did not turn out to be easily possible to secure united effort from the various firms, and the matter was dropped. Not very long after I had given the idea up as impracticable I was approached by Mr. John L. Miller, of the firm of Thomas & Miller, who as a member of the Manufacturers' Association had attended the meeting and had heard what was said.

It had not occurred to me, up to that time, that any single granite firm in Quincy would be likely to go into the advertising of monuments on its own sole account—my idea having been, as already stated, to secure joint action by all the firms. Mr. Miller, however, told me that he had been thinking the matter over and that he had decided that he would make a moderate appropriation for advertising his work and would

tion for advertising his work and would put it in my hands.

I knew Mr. Miller to be a man of high personal character and that his firm already enjoyed an enviable reputation for the high quality of its work and for the uprightness of its deal-

ings. I felt that if any firm could secure results from advertising cemetry work it could be done by this one. Hence I undertook Mr. Miller's commission with the courage which was born of a conviction that I was acting for reliable people who were trying to sell a first rate article. It is perhaps un-



necessary to undertake to go over the list of mediums used and the various circumstances which have come forward as a result of testing their columns. It is but smiple justice, however, to that excellent denominational paper, the New York Churchman, to say that it has been on the list of mediums used for the Thomas & Miller advertising from the beginning to the present time, and that it has held its place because it has shown itself capable of drawing business to a satisfactory extent. I may add that a good-sized contract has just been made with the Churchman covering the next twelve months. Regarding the preparation of the advertising, and I will confess that I have frequently felt at a loss for ideas. So many unusual restrictions surround the preparation of advertising matter for such merchandise as granite momuments that it will be seen very readily that the writer of the announcements must not permit his pen to travel outside a pretty small circle. The advertisements must not permit his pen to travel outside a pretty small circle. The advertisements must not seen in the dignified and must contain no word or suggestion of flippancy. Due regard nust be paid to the sensibilities of bereaved ralatives and friends, of



course. Furthermore, the number of "talking points" regarding monuments is not large. I have many times asked bright advertising men to suggest, if they possibly could, improvements in the advertising which was appearing for Thomas & Miller from my pen, but I am genuinely sorry to say that no man

has ever suggested anything whatever. If any of the readers of PRINTERS' INK can give me a pointer I will be extremely grateful therefor. The advertisements have all been alike in general ments have all been alike in general arrangement—that is to say, there has always been a well made halftone cut of a monument in the upper left-hand corner of the space used, the remainder being occupied by letterpress. Half pages have been employed in the Churchman and other publications, and now full pages are to be used in a moderate way. I inclose a few samples of the advertising for your inspection. Of course the total output of ads has been quite large,



as would naturally be the case in con-tinuous advertising covering a period of half a dozen years or so. I have taken half a dozer years or so. I have taken a good deal of personal satisfaction in the Thomas & Miller advertising because it was actually created by me and I suppose I have a sort of parental feeling regarding it. It does not happen as frequently as may be thought that an additional suppose I have a sort of parental feeling regarding it. It does not happen as frequently as may be thought that an additional suppose I have a sort of parents of the suppose o vertising man absolutely originates an advertiser.

The foregoing remarks were suggested, as I have already said, by a previous article in PRINTERS' INK.

Very truly yours,

A. E. SPROUL.

NOTES.

"Our Steel and Iron Friends" is a handsome illustrated booklet from the Remington Typewriter Company, 327 Broadway, New York, giving a short description of large corporations in this industry and telling the number of Remington machines used by each. The idea of this booklet is thoroughly original, and it has been ably carried out in pictures, argument and printing.

A LARGE catalogue of miscellaneous second-hand halftones is issued by the Spatula Publishing Company, Sudbury Building, Boston. There is a wide assortment, and electrotypes are sold from them at fairly reasonable prices. Where there is only the choice between makeshift illustrations and none at all in preparing advertising literature this catalogue will doubtless be useful.

FROM the office of General Passenger Agent C. M. Shepard, Mobile, Ala., comes a striking half-sheet poster advertising the Mobile & Ohio Railway's cheap excursions to the New Orleans Mardi Gras. It is accompanied by an unusually attractive blotter calling attention to the fact that this road is the direct line between New Orleans, Florida and the St. Louis Exposition.

GUSHY!

JOHNSTOWN, Pa., February 28, 1903.

Editor of PRINTERS' INK:
In your issue of February 18th appears an article from Mr. Seth Brown under the heading, "The Advertising Man's Library." In this communication Mr. Brown gives a list of the books tion Mr. Brown gives a list of the books he considers most valuable to the advertising man. Why he overlooked the best book of all is a wonder to me. Not only do I say but scores of others say that "Successful Advertising—How to Accomplish It" by J. Angus MacDonald is easily the best and most complete work on advertising ever written. It is an is easily the best and most complete work on advertising ever written. It is an aid to the advertising writer, retail advertiser, mail order advertiser, general advertiser and everybody interested in any degree in the subject of profitable publicity. It is practical, its contents are easily comprehended and the correct principles underlying the great subject are given by a man who knows—by a man who has handled the advertising for some of the world's leading establishments and hence is in a position to speak from experience rather than from theory or hearsay. No advertising or business man's working library is complete without MacDonald's book.

Very truly yours, HARRY ULMER TIBBENS.

GOOD, SOLID AND PRACTICAL. NEW YORK, March 9, 1903. Editor of PRINTERS' INK:

I've been much attached to PRINTERS' INK for a long time—cannot get along without it, it's so helpful and beneficial. It is brimful of splendid ideas for the advertiser and advertising man each week—in a word the ideas and suggestions contained therein, if rightly applied, will bring in the dollars. There's but one authority on good, effective advertising, and that authority is the Little Schoolmaster. No one in any way sertising, and that assume the rested in the great science of advertising can afford to be without it. If the average trade journal is worth \$1 per year, then PRINTERS' INK is worth \$50 per year for the good, solid and practical articles it contains. Personally, it has helped me make money—and that is what we're all after—money.

Yours very truly.

H. RUSSELL VOORHEES.

A MUNSEY AD.

A MUNSEY AD.

Frank A. Munsey, publisher of the New York Daily News, was arrested Tuesday afternoon by a policeman of the bicycle squad on a charge of speeding his automobile along Riverside Drive at a rate exceeding eight miles an hour. The officer declared Mr. Munsey was speeding his machine at the rate of eighteen miles an hour.

In the West Side Court Mr. Munsey told the magistrate his machine could not make the rate of speed alleged, and offered to take the magistrate out for a ride to prove the assertion. He offered

ride to prove the assertion. He offered to bet \$1,000 to \$100 with the magistrate that the machine could not make the rate of speed alleged. The magistrate, however, declined to accept the offer, and discharged. however, declined to accept the offer, and discharged Mr. Munsey with a warning not to violate the ordinance warning not to viola again.-Fourth Estate.

ONE MILLION PAID.

No single edition of any other publication, of daily, weekly or monthly issue, has, we believe, ever reached a million copies where each copy has actually been sold and paid for at its full price. Every one of the million copies of the Ladies' Home Journal represents a subscriber at one dollar or a buyer at ten cents. Some of the city newspapers have enormous circulations, but no single edition consists of a million copies printed and actually sold to readers. England has several weeklies of very large circulation, like Tit-Bits and Lloyd's Weekly, but of neither of these nor of any others, so far as careful inquiry can ascertain, is there a paid edition of one million copies sold. In Paris there is Le Petiti Journal, with its immense circulation, but of no single edition thereof is there, as we are credibly informed, one million paid copies sold. There is in Peking, China, a newspaper of immense circulation, but to does not reach the million mark—Edward W. Bok, in Ladies' Home Journal.

IGNORE COMPETITION AND BUY ADVERTISING.

The fact that the sales of "Uneeda Biscuit" as well as those of their other advertised trade mark goods are increasing each month, proves the wisdom of the National Biscuit Company's policy of refusing to buy up or buy out competition, but instead, of spending the money to develop a trade which is absolutely their own, and the trade marks of which possess a constantly increasing value. The principle underlying the success of the National Biscuit Company runs through every line of trade, and is, in fact, a fundamental part of human nature.—Address of Mr. H. N. Kinney before American Publishers.

THE one big "Don't" in advertising is "Don't let up."—Bakers' Helper.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal,

New York Dramatic Mirror

121 W. 424 St., N. Y. Extabilished 1879. Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative committee of the committee of th

Law of Being crystallized facts for those who have or need a trade-mark.

Trademarks

By Luther L. Miller, of the Federal Bar
(Patent and trade-mark Law
Exclusively.)

Defining what constitutes a valid trademark; how to adopt and protect a trademarks will stand litingation; foreign trade-mark laws, etc. invaluable to manufacturers and advortisers. Clear and concise. 32 pages full of meat.

Price, \$1 Per Copy. Your money returned if you are not satisfied. Address

LUTHER L. MILLER, 1237-8 Monadnock Block, Chicago.

British and Colonial Advertising

Many leading American and Canadian Advertisers avail themselves of our exceptional facilities for placing British, Australian and South African Advertising on the most advantageous terms. But we can still add to our list. A note of inquiry is solicited.

C. Mitchell @ Co.

ESTABLISHED 1837.
Mitchell House, Snew Hill.
London, E. C. Eng.

Hoboken T.J. Chredianton ...

Send For Circular



of an EXPERT'S OPIN-ION of the

CHESTER TIMES.

It is absolutely necessary to use THE TIMES to cover SOUTHEAST PENN-SYLVANIA.

SWORN STATE-

Daily Average 9,177 net.

ChesterTimes

WALLACE & SPROUL, Pubs., CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway, New York Representative. The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

WHEN

a strong Republican two-cent evening paper fike

THE JERSEY CITY EVENING JOURNAL

has far the largest circulation in a Democratic stronghold

THAT

means something that shrewd advertisers appreciate.

Daily Average Circulation:

1899, 14,486 1900, 15,106 1901, 15,891 1902, 17,532

1903, 18,460

A HOME-NOT A STREET CIRCULATION.

In a Class By Itself.

That's the position occupied
BY

The German Daily Gazette

At least 50,000 Germans read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia German Gazette,

924 Arch Street.

RIPANS

R-I-P-A-N-S Tabules
Doctors find
Agood prescription
For mankind

The B-cent packet is enough for usual occasions. The family bottle (60 cents) contains a supply for a year. All druggists sell them,

A Phenomenal Journalistic Success

Telegram.

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of any daily published in Utah, Idaho, Nevada and Wyoming. To reach those States, you should advertise in THE SALT LAKE TELEGRAM.

S. C. BECKWITH SPECIAL AGENCY,
Tribune Building, - New York.

H. M. FORD, 112 DEARBORN STREET, CHICAGO.

To Advertisers

According to the American Newspaper Directory of October, 1902, the two other English evening papers of Milwaukee are each given a rating of over 20,000 circula-The Journal Company guarantees advertisers that the PAID CITY CIRCULA-TION alone of The Milwaukee Journal is larger than is the PAID TOTAL CIRCULA-TION of either of those papers, and greater than is their combined paid city circulations. The PAID CITY CIRCULATION of The Fournal is not so high as 20,000. The Fournal will pay to Mr. Rowell or to any other advertiser using The Journal and either or both of those papers the sum of \$1,000 in cash if he or they can disprove, with the records of the papers referred to, this claim of The Journal Company. The Fournal hereby consents to be represented by the representative of the Association of American Advertisers. The PAID TOTAL CIR-CULATION of The Fournal is double that of either and greater than is the PAID CIRCULATION of the TWO COMBINED.

The Journal Co.

STEPHEN B. SMITH, 30 Tribune Bldg., New York. C. D. BERTOLET, Boyce Bldg., Chicago.

\$3,000.00 In Monthly Prizes

GIVEN TO AINSLEE'S READERS

For the best criticisms and suggestions tending to the improvement of this magazine \mathcal{A} \mathcal{A}

URING the twelve months, commencing with March, AINSLEE'S MAGAZINE will give \$3,000.00 in monthly prizes to the readers who send in the best criticisms and suggestions tending to the further improvement of this magazine. Already AINSLEE'S has earned the distinction of being the best of all of the magazines of fiction. It is the publishers' desire to make AINSLEE'S still better. In order to achieve this object, the criticisms and suggestions of its readers are solicited. And, in order to enlist the co-operation of the reading public, AINSLEE'S will pay liberally for suggestions that may be put to practical use and result to the benefit of the magazine.

Every reader has his or her idea of the kind of a magazine he or she likes best. We want to know the individual likes and dislikes of our readers. Below we print a list of questions. During the twelve months commencing with March, will be given an aggregate value in

Money Prizes of \$3,000.00

to such of our readers that send the best answers.

1st.—What is your opinion of the general appearance of Ainslee's?

2d.— Do you like the present style of cover, and if not, why? Do you prefer a change of cover every month, or do you prefer the same kind of a cover on every issue during the year?

3d.—What interests you most in Ainslee's, and why?

4th.—What style of stories do you like best, and why?

5th.- Do you prefer long stories or short stories, and why?

6th.-What authors writing for

Ainslee's do you like best, and why?

7th.—What other authors do you think we should secure for future issues of Ainslee's, and why?

8th.—What stories, poems or essays printed in this issue do you like least, and why?

9th.—Which advertisement in this number do you consider the cleverest and most convincing, and why?

10th.—What suggestions can you make that will, in your opinion, improve Ainslee's?

For full particulars see latest issue

AINSLEE'S MAGAZINE, NEW YORK.

San Iose Mercury

MISSIONERS MUST STAND UP MATTER THE PROPERTY OF CHITCHES AND CONTROL OF THE PROPERTY OF CHITCHES AND CONTROL OF THE PROPERTY OF CHITCHES AND CONTROL OF THE PROPERTY OF THE PR

(MORNING)

SAN JOSE HERALD.

NIZATION

And now the fermets and the policemen may both thy a paper " and on TESTIMONY REED THE

PRESIDENT I

EVENING

Two progressive newspapers covering the morning and evening field of the Santa Clara county, one of the richest valleys of the world, with a population of 65,000.

SUNDAY MERCURY and HERALD

A combination Sunday paper covering the whole field. Read in 10,000 homes. For particulars and rates, address

LACOSTE @ MAXWELL.

140 Nassau Street, New York City. 112 Dearborn Street, Chicago, Ill.

"Shrewd Advertisers Usually Select Growing Mediums."

1897 Daily Issue 8,190
1899 Daily Issue 10,219
1900 Daily Issue 12,733
1901 Daily Issue 16,787
1902 Daily Issue 20,156

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Date. w.	Jan.	Feb.	March.	Apr.	May.	June.	July.	Aug.	Sept.	Oct.	Nov.	Dec.
1	18,390	20,117	19,626	19,697	20,001	12,640	20,597	21,767	20,400	20,008	20,098	20,193
2	18,336	12,038	11,998	19,704	19,008	30,181	20,600	20,989	20,390	20,106	13,000	20,004
3	18,373	20,005	19,596	19,731	20,001	30,341	30,404	11,788	20,385	20,198	20,094	20,198
4	18,586	30,073	19,690	19,996	12,395	800,00	20,591	20,884	20,201	20,095	20,000	20,200
\$	11,158	30,014	19.597	21,083	20,008	30,008	30,493	20,780	20,391	13,090	24.933	20,200
6	18.742	20,099	19.578	12,320	19.997	20,004	13.175	20,790	20,293	20,397	20,298	20,198
2	18,411	20,207	19.581	30,002	19,998	20,004	20,792	20,800	13,490	20,187	20,188	13.097
8	18,447	20,071	19.593	22,790	20,000	12,740	20.597	20,691	20,200	20,190	30,198	20,196
9	18.401	12,118	11.005	19 994	20.001	20,105	20,595	20,792	20,280	20,200	13,191	20,164
10	18.437	20,004	19,698	19.985	20,098	20.008	20,594	13.396	20,191	20,191	20,194	20,200
11	19.360	20,024	19.697	19,993	12.697	10.003	20,589	21,796	20,194	20,005	20,006	30,098
12	11.530	20,029	19,697	19.905	20,100	20,090	20,685	20.980	20,195	13.399	20,099	20,094
13	19,300	20,013	19.597	12,191	20,090	20,100	13,590	20,880	20,197	20,390	20,090	20,098
14	19.174	20,067	19,598	20,197	19.995	20,100	20,680	20.798	13.290	20,000	20,100	13.099
15	19,166	20,068	19.500	19.994	20,001	12.894	20.593	20,793	20,199	20,390	20,097	20,098
16	19,079	12,061	11.999	20,000	19.995	20,200	20.600	20,900	20,196	20,094	13,099	20,099
17	19.053	20,059	19.598	22.581	19.997	20.694	20,600	13.795	20,197	20.097	20,008	800,00
18	19,067	19.563	19.598	20,996	12,790	20,100	20.599	20.787	20,200		20,093	20.091
19	12,006	19.787	19.698	20,490	20,096	20,200	20.597	20,690	20,198	13.099	20,100	20,095
20	19,061	19.515	19.598	12,096	19.996	20,197	13,800	20.497	20,190	20,099	20,098	20,095
21	19.034	19.487	19.700	20,497	19.997	20,190	20.590	20,495	13.180	20,100	20,094	13,093
22	19,036	19.429	19,696	20,398	20,000	13.002	20,601	20.495	20,298	20,099	20,097	22,899
23	19.005	12,063	13,097	29.303	20,100	20,294	20,596	20.394	20,195	20,099	13,094	20,092
24	19,015	19,382	19,690	20,098	20,095	20,310	20,698	13,596	20,300	20,093	20,095	22,690
35	19,006	19,366	19,694	20,191	12,595	20,595	20,698	20,500	20.297	20,094	20,196	20,099
36	12,007	19.383	19.716	20,191	21,198	20,796	22,696	20,487	20,898	13,100	20,192	20,099
27	19,365	19.351	19.710	12,295	20,195	21,285	13.794	20,396	20,297	20,100	20,195	23.900
28	19.388	19.652	19,704	20,195	20,291	20,598	30,790	20,396	12.995	20,100	20,198	13.092
39	19.507		19,681	30,097	20,295	13,098	20,690	20,398	20,297	20,097	20,099	20,099
30	19.731		12,366	20,193	20,047	20,693	20,796	20,395	20,294	30,100	13,100	20,094
31	19.851		19.704		20.037		30,698	13.594		20,100		20,090
Totals	558.723	524.084	571,298	578.483	592.386	\$72,116	613.438	607,640	580,510	596,677	573.674	605,051
Baily Average	18,961	19,824	19.651	20, 168	20,070	20,305	20,706	20,749	20,300	20,151	20,327	20,460



THE GRAND RAPIDS HERALD is the only Morning, the only 2-cent, and the only Sunday newspaper in what James G. Blaine called "The biggest city of its size in the country."

By using THE HERALD advertisers can reach the best people of Western Michigan (352,000 in seven adjoining counties) at an exceedingly low rate per thousand circulation. Average daily issue last year, 20.156. Basic advertising rate 2½ cents per line. A good Mail Order and Popular Want Ad Medium.

EUGENE D. CONGER, Editor and Pub., GRAND RAPIDS, —POPULATION 100,000,— MICHIGAN.

HENRY BRIGHT, Representative.

Tribune Building, New York; Boyce Building, Chicago.

Unless all the greatest advertisers in the United States have been regularly and persistently fooled for many years, THE ELLIS PAPERS must pay. Every month for years these papers have carried continuously all the large and representative mail order advertisers. These advertisers, ninety per cent of whom key their advertisements, would not continue to use these papers if they were not profitable.

These are THE ELLIS PAPERS that PAY:

Metropolitan and Rural Home	-	500,000	Rate per line \$2.00
The Paragon Monthly	-	400,000	1.50
The Home Monthly		400,000	1.50
The Gentlewoman			1.50
Park's Floral Magazine			1.25

For further information address

THE C. E. ELLIS COMPANY

713-718 Temple Court Building, NEW YORK, CHICAGO OFFICE:
112 Dearborn St.

THERE'S NOTHING TO IT

IN

SAGINAW, MICH.,

. BUT

The Evening News

It goes into seven out of every eight homes in the city and has three times the paid circulation in the city of Saginaw of any other daily published in the town.

Average issue over 10,000 copies.

Saginaw is a mighty good town, one of the most prosperous of its size in the United States. It is the center of the great Michigan Beet Sugar Industry, has many large coal mines employing 2,100 men, large plate glass factory (value of annual output exceeds \$1,000,000), Pere Marquette Railroad Car shops and any number of large machine shops, furniture factories, wood working institutions, etc.

You can not cover Michigan without including Saginaw, but you can cover Saginaw by using THE EVENING NEWS only.

THE SAGINAW EVENING NEWS CO., SAGINAW, MICHIGAN.

WILLIAMS & LAWRENCE, HARRY B. FRALICK, Mgr. Chicago Office, 81 and 82 Tribune Bldg., N. Y. 87 Washington St., Chicago.

MY CLEAR SLATE

A circular from a collection agency in Pittsburg struck me as being interesting, and if I were doing a credit business and needed assistance in collecting my accounts, they would certainly get my orders. Some of it ran as follows:

"As a matter of fact the world and woods are full of people who follow in the footsteps of the famous 'Owen Moore of whom the poet saith':

> "'Owen Moore he went away Owin' more than he could pay; Owen Moore can back to-day Owin' more.'"

About fifteen years ago, an old established ink house classified the ink buyers of the country as follows: First.—Those who pay promptly for their purchases. Second.—Those who, if they do not pay promptly, pay as they agree. Third.—Those who neither pay promptly nor as they agree, but who do eventually pay. Fourth.—Those who never pay.

They figured the cost of Printing Ink at the prices demanded at the time about as follows:

Cost of selling, - - - 33½ per cent. Cost of material, - - 33½ per cent. Cost of losses by bad debts, 33½ per cent.

Prices have gone down considerably since the above computation, but bad debts are still plentiful with the credit ink houses. I can safely say 'hat I am the only ink man in the world who has no "Owen Moores" on the books, and the only way I avoided it was by demanding cash before I shipped the goods.

When a customer was dissatisfied with his purchase, I immediately refunded the money and paid the transportation charges.

These are some of the reasons why I can sell the finest job inks at 25 cents a 14 lb. can, or the best news ink at 4 cents a lb., in 500 lb. barrels,

Send for my price list.

Address

PRINTERS INK JONSON,
17 Spruce St., New York.

AND STILL FAR IN THE LEAD

The

Philadelphia Inquirer

Has the indorsement of all advertisers, big and little.

And this is because they all know that advertisements in THE INQUIRER are paying investments.

During the month of February last THE IN-QUIRER printed more columns of paid advertising than any other newspaper in Philadelphia, as is shown by the following table, giving the total number of columns that appeared in each paper in that time:

INQUIRER, 1,881 columns
RECORD, 1,627 columns
PRESS, 1,526 columns
NORTH AMERICAN, 1,192 columns
LEDGER, 1,076 columns

These are all computed at the uniform measure of fourteen agate lines to the inch and three hundred lines to the column,

What others have accomplished by judicious advertising can be done by you if you use the recognized leading advertising mediums.

ADDRESS FOR ADVERTISING RATES,

The Philadelphia Inquirer 1109 Market St., Phila., Pa.

NEW YORK OFFICE, Tribune Building, CHICAGO OFFICE,
Tribune Building.